

THE BEST OF 2010

Esquire

102
THINGS
THAT MADE
US PROUD
THIS
YEAR

MAN AT HIS BEST

DECEMBER 2010

...AND THE
BRIGHTEST

LOTS OF OTHER
STUFF, INCLUDING:

A SPECIAL
XMAS ELF
NAMED ERIKA

15
GENIUSES
WHO GIVE US HOPE

A
FUN
HOLIDAY
QUIZ

AND
CHRISTIAN
BALE

A CHAT WITH
OWYANE
WADE

WHO RELUCTANTLY
TALKS WITH US
TO PROMOTE HIS
(PREDICTION ALERT!)

THE SEXY STAR OF
IRON BREAKS
INTO OUR HOUSE

OSCAR-
WINNING
PERFORMANCE IN
THE FIGHTER



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MARINE
CHANEL



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Hennessy





Every journey begins in Africa. Aali and Bono wear Edun. Aali carries the Louis Vuitton/Edun collaborative bag.

Photos from the bag, as well as Aali and Bono's free benefit Conservation Cotton Initiative Uganda.

Follow Aali and Bono on louisvuittonjourneys.com

LOUIS VUITTON

Gucci
BY
GUCCI

THE FRAGRANCE FOR MEN



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FALL 2010

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TO CREATE SOMETHING NEW, SOMETHING DERIVATIVE OF
NOTHING, AND THE FIRST TIME YOU SEE IT, YOU'LL KNOW IT HERE
ALL THAT PASSION WENT, A SLICKED BACK WINDSHIELD
DESIGN, SLEEK, HANDLELESS DOORS, TRAPEZOID BENTON ON
THE REAR FASCIA, AND A BODY THAT FITS THE FRAME LIKE
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THE DIVER'S WATCH

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THE SUBMARINER



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here) (and, even there)

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MARC JACOBS

BANG

THE NEW FRAGRANCE FOR MEN

THIS WAY IN

How to
buy (or avoid)
the new apps

To inspire you, we asked
celebrity actors about
their favorite products



Julie Covington
Before you
can answer
ABC's The
Coffee
Hour ques-

tion: "Do! There's no art
to making the perfect cup
of Joe. Forget the legend
and stick to my com-
mon-sense mantra: Under-
stand—and figure out what
understand means—the
road."



Jane Fonda
Where was
cancer? Not
this sum-
mer! I wore
one of Sue's
Star Kandi-

ngs. "I love when a guy
says how I look and
wants to find me to
celebrate my birthday.
Sue's studies the best
massage oil. I bought
both and suit myself."



Amber Heard
Where was
cancer? Not
last year! I
checked out
this month's
Star Kandi-

ngs. "A lot of things
I guess the things that I
love. Like, you can't buy."

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magazine gifts, go to
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cartoon, which nailed the
whole thing. I have a prob-
lem with the female button,
but even the pacifier in her
mouth and children's toys
lying on the floor around
her really is necessary? For
most comics, speaking is
about intimacy, not to induce
a childhood memory.
A much better drawing
would have been a couple
embracing after a speak-
ing. Many people in the
comic are offended by this
misrepresentation.

JOHN SHANAHAN
Kansas City, Kan.

OCTOPI AND IPADS

On your October 10th diary
page (Date as in Ben's), you
suggest that men should
embrace the word octopus.
However, that's the correct
English phrase. Octopus is
Latin. Latin, except in a few
cases, is not English. In the
photo would be octopodes.

WILLIAM ARTICO
Greenwich, Md.

I read your reactionary
reference that men were
"basic" (This guy's Out, Sep-
tember), and I was reading
English in the Sep. app on
my iPad at the time it was a
simple matter to cancel my
recently placed digital sub-
scription. All the best with
your efforts to stay afloat.

DAVID MALKIN
San Antonio, Calif.

CONTEXT-FREE HIGHLIGHT FROM A LETTER WE WON'T BE RUNNING

"Instead of hav-
ing sex, you show
me an old year-
book picture of
you in a bikini."

*Correction: Now it's not the
we suggested that Rodney
Alkins was an "old" English,
it was thought all old men
were "old," we wouldn't have
launched our own app for
it which is available now*

—Editors

ELSEWHERE IN THE BIN

Enjoyed writer's large
Scott Rad's profile of Philip
Reith ("Philip: Ruth Goes
Home Again," October), yet
I must disagree about his
top-of-the-order worms.
Much as I admire Rad's
admittedly biased Jewish-
American bias of Rad's,
Bernard Malamud, Herman
Melville, Saul Bellow, and
Joseph Heller, I'll take my
best American allegory
any day: Flannery O'Connor,
Don Quixote, Frank McCort,
Dennis Lehane, and John
Gregory Dunne. Of course,
I'm biased, too.

JOHN FOLAN
Zanesville, N. Mex.

In the August issue, you
said "It is impossible
to construct the perfect
sentence. But this is close:
'Nothing you can be have
is not coming true.'" (See
DeLia, Underworld (1997))
It took just one month to
know DeLia's prose with its
damned perfection. The new
perfect sentence? You wrote
in September, in describ-
ing the vagrant wind tunnel
that is The View (Mas at
His Best) "It's a come-
ing bullet of passion and
apocalypse."

MARK SHUTTER
Mansfield, Ohio

I have been a subscriber
to Enigma longer than I care
to remember. I've never
written to you before, but I
do so now because of Lisa
Tidd's "One More Man!"
("Can I Like a Man (According
to Women)," September).
I went down with her. I'll
even bring my own Ameri-
can. If that is the price of
admission, anyone who
wishes like this should never
be made to wait.

DONNA MACKAY
Haverhill, N.H.

Letters to the editor may be mailed
to The Journal and The New York
Times, 1230 Avenue of the
Americas, New York, N.Y. 10020.
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for clarity and brevity. Letters
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and brevity. Letters may be
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for clarity and brevity. Letters
may be published in whole or
in part. We reserve the right to
edit letters for clarity and brevity.

WHAT TO DO WITH YOUR LEFTOVERS

This month's "Eat Like a Man" (page 40) features amazing recipes for leg of
lamb and prime rib. Here's how to handle the leftovers.



LAMB: The flavor of lamb is best at room temperature than when it's
hot. Toss a pile in the oven directly on the rack. You want it to be warm but
still chilly. Slice off the top and pop it open, spreading the inside of one half
with a little olive oil. Add in this order: various spices, lamb with the remaining
meat, a few slices of lamb, and a little bit of cheese. Repeat.

ROAST BEEF: With meat this cold, a roast beef is a mistake. So to be
frank, use something with a little tang to glaze the richness of the meat.
It's a good gravy, mustard, fresh horseradish, or even a good tomato chutney.
Then slice up some pickled beets or cherry peppers and fresh and spicy
olives. For the best use a whole wheel of English mustard, spread on the
side in your bowl.

—FRANCINE MARQUAND



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MAN AT HIS BEST

THE VOCABULARY

Terms and lingo you will encounter in the pages that follow. Great for conversation.



Fig. 1

shillelagh n.
A small walking
stick/weapon
favored by the Irish
(SEE PAGE 46.)

Fig. 2

Words and phrases you should
never say again. (SEE PAGE 46.)

At the end of the day

nothing is as important as

what is in the refrigerator

and the fact that nothing is

more important than a

good night's sleep.

The following words

are

important

and

important

LAUREN HANSEN n. Being
turned on again. (SEE PAGE 52.)



Fig. 3

impish adj. Naughtily playful. A quality
often exhibited by the elves. (SEE PAGE 51.)

RAAG n. Pertaining to
a celebrity's seemingly
trivial yet ultimately
successful pursuit of
interests that have little
to do with the talent for
which he became fa-
mous. (SEE PAGE 54.)



Fig. 4

SAISON n. 1. French
for "season." 2. A
pale, almost-
effervescent ale.
(SEE PAGE 48.)

prefix INSTANTLY
MAKES AN ACTION
SOUND MORE
FESTIVE. IN CAND-
ING, "A-GIVING."
"A-DRINKING," ETC.
(SEE PAGE 40.)



Fig. 5

ITCHBONE n.
The rung bone
of an animal.
(SEE PAGE 44.)



ALLOWING THE LAMB TO REST n. 1. Setting a lamb roast aside after cooking it so the juices might evenly redistribute within the meat. 2. After a productive meeting at work, giving everyone a chance to take a break in order to gain some perspective. (SEE PAGE 48.)



POLO

BLACK

RALPH LAUREN



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DETECT A GERMAN ACCENT.



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*See down, ENT-069, MSRP \$79. All items, dealer licensed after optional equipment costs. ©2018 General Motors. All rights reserved. Buckle up! Buck, soldier! Buck!™ There's no need for a second seatbelt at Apple.™

AN ESQUIRE HOLIDAY: THINGS WE'RE THANKFUL FOR



THE PREDICTIVE QUIZ WILL YOU BE ENJOYING THE HOLIDAYS THIS YEAR?

A fire is roaring, the house smells of pine, and acts of fellowship are being committed. But are you having fun?

Select which answers apply, then add up the highlighted points.

1 Do you like your family?
Yes (10) No (0)

2 Have you ever referred to a
relative as a "bitch"?
Yes (10) No (0)

3 Hoag?
Sure (0) No thanks (10)

4 Kamas?
Sure (0) No thanks (10)

5 Who better to
give (10) Receive (0)

6 Your personality is best
described as:
Cherry (10)
Banana (0)
Blueberry (10)

7 Do you like sweet potatoes?
Yes (10) No (0)

8 How do you like your
cranberry sauce?
Homemade (10) Store-bought (0)

9 Are you aware of how

many far better kids to do for
Christmas?

Too many (10) At least one (0)

10 What do you most want
this year?

Tender moments with family
and friends (10)
A gift card (and to the hell with it) (0)

11 Which novel would you
rather copywrite over the
holidays?

Deceitful by Jay McInerney
(10)
They Live by Jonathan
Lethbridge (0)

12 Which song would you
rather sing to the kids?

Advent by Heart (10)
Reflections on Family by
Sarah Palin (0)

13 Which album would you
most like to hear at a holiday
party?

Various Artists: Holly Hooray! (10)
A Christmas Carol (0)

Anna Karenina (0)
Marilyn Goes to Hollywood (10)
The Gift by Susan Boyle (0)

14 The reason for the season:
Jesus (10)
Reconciling with your
extended family (0)
Sustaining the economy (0)

15 Christmas Eve:
The most wonderful night (10)
Even better if it snows (10)
A Friday. You know some of us
are Jewish, right? (0)

16 What is that?
Santa Claus (10)
A great holiday tradition (0)
Trouble (0)

17 Which traditional television
programming do you look
forward to most?

The 24-hour marathon of A

Christmas Carol (10)
The 24-hour marathon of A

Christmas Carol (10)
The 24-hour marathon of A

18 Which holiday tradition do
you look forward to most?

The 24-hour marathon of A

19 Which holiday tradition do
you look forward to most?

The 24-hour marathon of A

20 Which holiday tradition do
you look forward to most?

The 24-hour marathon of A

21 Which holiday tradition do
you look forward to most?

The 24-hour marathon of A

22 Which holiday tradition do
you look forward to most?

The 24-hour marathon of A

23 Which holiday tradition do
you look forward to most?

The 24-hour marathon of A

Christmas Story on TBS (0)
Rudolph the Red-Nosed
Reindeer (10)
Candice vs. Candice
December 25 at 3:30 a.m. (0)

24 "Twas the night before
Christmas..."
"When all through the
house" (0)
Seriously? (10)

25 Christmas Eve:
The most wonderful night (10)
Even better if it snows (10)
A Friday. You know some of us
are Jewish, right? (0)

26 What is that?
Santa Claus (10)
A great holiday tradition (0)
Trouble (0)

27 Which traditional television
programming do you look
forward to most?

The 24-hour marathon of A

28 Which holiday tradition do
you look forward to most?

The 24-hour marathon of A

29 Which holiday tradition do
you look forward to most?

The 24-hour marathon of A

30 Which holiday tradition do
you look forward to most?

The 24-hour marathon of A

31 Which holiday tradition do
you look forward to most?

The 24-hour marathon of A

32 Which holiday tradition do
you look forward to most?

The 24-hour marathon of A

33 Which holiday tradition do
you look forward to most?

The 24-hour marathon of A

34 Which holiday tradition do
you look forward to most?

The 24-hour marathon of A



Answer Key

10-20: You're a holiday pro.
21-30: You're a holiday pro.
31-40: You're a holiday pro.

41-50: You're a holiday pro.

51-60: You're a holiday pro.

61-70: You're a holiday pro.

71-80: You're a holiday pro.

81-90: You're a holiday pro.

91-100: You're a holiday pro.

101-110: You're a holiday pro.

111-120: You're a holiday pro.

121-130: You're a holiday pro.

131-140: You're a holiday pro.



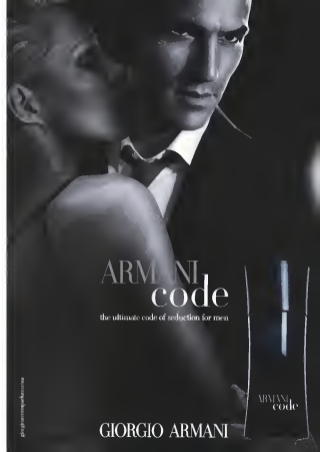
Always



Sometimes



Never



"Subtle and sensual, a fragrance should be an aura that surrounds us."

Giorgio Armani

ARMANI
code

THE OBRON & THE BEAD

As an homage to Alexander McQueen, Gaston Roelfield designed the *Gloria* in the *Dead* collection of limited over-sized sweaters for the Sebastian & Harquet Gallery in six colors. The dark and crossbones sweaters in cord/leather, beaded fronts are contrasted with velvet and Swarovski crystals in combination with the collection of sweaters. He has designed a pair of slippers, entitled *Love in Extremis* for Kyle Shuford (upholstering) a French chair frame in contrasting hot pink and navy blues to create the image of a skull.



PROFESSION

VICTORINOX WINTER APPAREL

Keep warm in Swiss style this Winter with the Victorinox Insulated Vest. Perfect for layering, the water repellent, recycled polyester shell with color contrast top strap lining will keep you warm enough to tackle any adventure. And with two large hand pockets and a zippered interior security pocket, you'll be able to take your gear with you. See the full line-up of Victorinox Winter apparel at www.victorinox.com



VICTORINOX

DIY NETWORK FEATURING 2010 ESCAPE HOUSE L.A.



DIY Network's one-hour special gives you an inside look at what it takes to create an Escape House. This unique project brings together some of the biggest designers in Los Angeles to transform a six-bedroom luxury home into the state-of-the-art bachelor pad—complete with stunning living spaces, and a media room designed and built by local Amy Matthews and her team. Premiering Thursday, January 6 at 10pm/9c.

For more information, log on to www.diy.network



ROID DOES

THE EXPLORER'S WATCH

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ROLEX



A large-scale photograph of John Travolta sitting on the wing of a commercial airplane. The wing has 'Frequent Flyer' written in gold script. Travolta is wearing a dark jacket, blue jeans, and a Breitling chronograph watch with a metal link bracelet. He is looking off to the side with a serious expression. The background shows a hazy, mountainous landscape under a clear sky.

PROFESSION: PILOT CAREER: ACTOR

People are acquainted with the star, the multi-faceted actor. But John Travolta is also a seasoned pilot with more than 5,000 flight hours under his belt, and is certified on eight different aircraft, including the Boeing 747-400 jumbo jet. He nurtures a passion for everything that embodies the authentic spirit of aviation. Like Breitling wrist instruments. Founded in 1884, Breitling has shared all the finest hours in aeronautical history. Its chronographs meet the highest standards of precision, sturdiness and functionality, and are all equipped with movements that are chronometer-certified by the COSC (Swiss Official Chronometer Testing Institute). One simply does not become an aviation supplier by chance.

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FUNNY*
JOKE
FROM A
BEAUTIFUL
WOMAN

AS TOLD BY

Adrienne Palicki

Three men wait at the gates of heaven on Christmas Eve. They're told they have to present a Christmas gift to get in. The first man checks his pockets and finds pine needles from his family's tree. He's allowed in. The second hands over a bow and some ribbon. He's allowed in. The third man pulls out a pair of panties. "How do those represent Christmas?" St. Peter asks him.

"Oh," the man replies, "they're Carol's."

ABOUT THE JOKESTER: Adrienne Palicki is tall, five-foot eleven inches, 36 in. bust. And while that might not have helped her ability to pose on someone, it won't much help in her career. "I couldn't get jobs inside the hip town and previously went to L.A.," she didn't feel anyone had the idea eventually start getting work out of it was. First, she took the tall wrong side of the tracks island on Friday Night Lights, and on the left to center center she found Fox's comedy-drama Star Palicki. 23 has also been in movies like Captain and Jack's Luck and next year she'll star in a remake of the 1970s classic And Love. See the full name.

* Equipe's second guesser that this joke will be funny to everyone



TO LIVING IN GOOD COMPANY

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THE BIGGER BEERS

Like good wine, "saison"-style ales are interesting. And great with food. And large.
(BY DAVID WOODBICK)

We don't like to spend a lot of time thinking about "pairing." It's just something what we're eating with what we're drinking. Wine? Yes, please, as long as it's good and not so intense that it'll leave us in a haze we're eating. But wine is likely to have a little chilled vodka in its back end of place (see the literary review, of course, a glass of beer—but not just any beer. Some work better than others. We paid to go over to our appreciation of crisp, refreshing lagers, but alongside, say, divergingly famous brands a reduction of Saison's bacon and cornel stock, they do seem rather banal and, as wonderful as they might be, the thick-bodied big beers—the IPAs and imperial IPAs and whatever—these American craft breweries are turning out in such profusion will surely be anything rather than a skill check of ethanol or even to the ground and keep all over it.

There is, however, one sort of beer that might as well have been engineered to go with fine dining. It comes in a few, closely related styles, all originally from Belgium and northern France. "Brewhouse ale" or "saison," as

they're called, usually undergo a normal fermentation inside the bottle, which sets up a lot of the residual sugar that makes IPAs so honey. But at the same time they've much more complexity in flavor than a simple lager (lagers because they're often brewed with added spices). And they generally contain wine-scented bottles, which allows you to share the wine around the table and make clear conversation about how your beer is interacting with the seasonal food stuffs on your plate.

Here are five of our current favorites—five that are from Belgium and three domestic (saison may be the most great American craft beer style), and all in bottles big enough to share.

1. Brooklyn Local 1 IPA This should be brewed with the champagne. It could be the most elegant beer ever made. Dry, crisp and light. It is so well balanced, you could drink it with anything.

2. The Brewery's Saison R (2012) comes from Hazebrun, Belgium, a lot of some time ago and southern of A. It doesn't taste like a traditional saison. It's really rich and dark, but rich, spicy, but less enough not to make a drinker's drink.

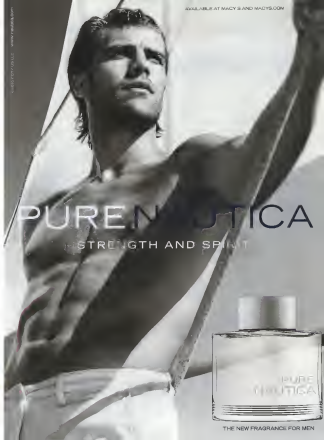
3. Saison Dupont (2012) from Belgium is widely considered to be the classic saison. Some dry, crisp and light, acidic, it's clean and refreshing without being bland.

4. Chimay Grande Réserve (2012) is brewed by monks near the Ardennes forest and therefore is actually an "abbey ale" in other words, light, and rich in the Dupont's style. It's not for the faint of heart. This one is a real head-banger.

5. Hazebrun's Saison R (2012) is from the Belgian-owned Ommegang Brewery in upstate New York. A local saison and house beer, the Dupont, it's considered a thoroughly pleasant brew.



Photo by



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STRENGTH AND SPIRIT



THE NEW FRAGRANCE FOR MEN

THE ALTERNATIVE GUIDE TO HOLIDAY ROASTING

Forget the ham. Forget the turkey. Crank up the oven, salt, and pepper (one of these, and your house will soon smell of tender meat, melted fat, and math itself).

【圖 7】正四角錐の展開図 正四角錐の展開図は、正方形の側面を展開し、頂点を中心に配置する。展開図は、正方形の側面を展開し、頂点を中心に配置する。展開図は、正方形の側面を展開し、頂点を中心に配置する。

There are plenty of Russians people those large pieces of meat for holiday meals it's crowd pleasing. It feeds a lot of people. For Russians meat is food, it's leisure. And it's not all that difficult, provided you follow our guaranteed foolproof plan. For starters, graduate to a more interesting meat: lamb, veal, and more celebratory cuts of meat than the usual—here we offer you

offhand and prime rib. Next, employ a few simple, essential techniques that will make the most perfect the skin crisping, and the whole thing generally better than any roast anyone in your family has ever served.

- Take the meat out of the refrigerator at least 45 minutes before cooking. This way the whole thing can be roughly the same temperature as the rest of the oven cooking.

LED-DR LAMB

Chris Pender – The British Chinese

[illegible]

RAYMOND WEIL
GENEVE



Partial

TOURNEAU

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I know that in general, men are more stimulated by visual cues than women, but do women find anything aesthetically pleasing about the male member?

Member of what? A country club? Certainly not with that tie! Flats, sneakers, sneakers—all these details mean that aesthetics are very complicated. But before we get to that, I want to connect your innocent generalization about men. Studies—and I mean the genital product, genital which you can choose where they are—are so totally more stimulated by visual cues than men. According to Louis Janssen of the Kinsey Institute, “Women get turned on by basically anything sexual.” Associate Professor, professor in the department of psychology at the University of Vermont, concurs: “Even if you

show them two doctors’ hands, they might get aroused.” She says with what sounds like a chuckle. As for people and their huge penis and might continue them to a typical (or less) estimate of the female body, not even daily beautiful but with excitement, as the Kinsey says, “It’s not just the penis. It’s the whole package. It’s a good-enough package that has served the gay community well for more than 35 years. But I did some poking around in there and I learned that a Penis (that) is a fellow who, if caught sexually submissive, tends to be a bit dominating in the rest of the time.” (checked with Guy A. Clark)

What is a Power Bottom, and can anyone be one? I’d like to think that we live in a country where anyone can grow up to be a Power Bottom, but as

the song goes, the times sure are changing. Back when I came from the San Francisco Valley Trip to San Francisco in 1968, and later the hour that men—except maybe in a bar, a back-slap bathroom or during a routine prostate massage—And when they do, the top is the dominant below and the bottom is the submissive. It’s a good-enough package that has served the gay community well for more than 35 years. But I did some poking around in there and I learned that a Penis (that) is a fellow who, if caught sexually submissive, tends to be a bit dominating in the rest of the time.” (checked with Guy A. Clark)

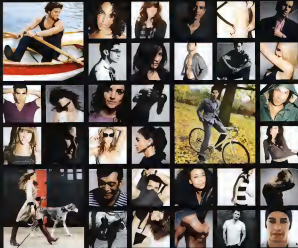
and only gay men can be Power Bottoms, which sucks for us girls, which we all too know it.

I’ve only ever been with one woman—my wife. So I’ve been wondering: do other women feel different? Is a vagina like a vagina?

It’s not that who is into an idea of the penis. I’m not a doctor. I’m not a professor of anatomy and physiology at Columbia University and author of *What Your Vagina Knows: What Your Vagina Knows*. The things all vaginas are the same. “If you look inside the vagina with a speculum, the walls of the vagina—except for the lubrication and the depth—comparing women of the same age, they look exactly the same. As a gynecologist,” she can’t say, “with what I direct as a man.” “I can’t tell one vagina from another.”

But reader, your timing report is by, the work requires that I should actually have a perfect other woman. I decided to ask a man—no, that you’re not a man. I mean a man who’s had more than one sex partner. He looks at length not just about length, width, and moisture levels. But at position, in his own, in his own, in his own. He’s not a doctor and a doctor, as well as recounted those vaginas that don’t compare, like the ones that go all vague and gooey in places and the ones that sort of pinch (though it might go on to be or out then the light changes) and the ones that are the same. The point is this: You may never find yourself in the grip of the vagina. But each, but in four different ways. Subliminally it will tell you vaginas are all alike. Some are full of holes and holes, and some, some have pictures of diagrams or charts around them. So be glad for the one that you have. It’s probably the most enigmatic of all the others. Besides, I hear there’s one in the vagina that has teeth.

Got a cool question of your own? Send it to us at sexquestions@equinox.com.



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This Month in Intercourse ▶ According to the Center for Sexual Health Promotion at Indiana University 54 percent of women who had anal sex during their last sexual encounter reported having an average versus 65 percent of women who had vaginal sex. ▶ A study of 100 heterosexual couples in a university setting found that during male orgasm goes up to 10 seconds before other people (the age - 10 seconds) of who more likely discovered that people are more likely to look at porn after noting for the whether available is an indication that the being considered. ▶ According to a study published in the Archives of Sexual Behavior, condom use is associated with better mental health.

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NEXT STOP: 13,500

The stock market is going to make a '90s-ish run next year (for reasons I dread). Especially certain stocks (for which I wish it were not so)

BY KEN HENSON

One myself is young gold, so it behooves me to write about it as it is 10 years that I've been getting paid to write about money. When I began writing a column for *Money* magazine in late 1995, if you needed to know a company's price, it was on its two- or five-year price sales. You had to go to the old shelves that we're up-and-with these expensive out-of-print books that we'd receive every two weeks, which were placed on these great desks by—I told you not—a full-time librarian.

By the time I left for Equinox a year later, there was no librarian and every reporter had a thousand times as much information at his fingertips—for free—than these desks could ever contain. It was obvious that the American economy was about to experience a more than a 100-million productivity increase that would only result in more active as productivity for companies that wanted it. I got rich (sort of) writing about that same thing, both by covering it and also by investing in it.

I've always felt the value of responsibility for my words. It is a fact of this business that when you're wrong, you not only get ridiculed (which I welcome) but you might also cost some one old guy your investment (his savings) (which I dread). I wouldn't have this job if I weren't right more often than wrong, and

sometimes you get mocked even when you're right—one Mag called me "spectacularly silly" for recommending gold a year ago when it was \$300 cheaper than it is today. But I've suffered over the time what any bad advice (telling Apple, just down) might have hurt someone's (and I).

This is a long-winded and clumsy way of getting to my point. Which is that I think the market is set about to make a run similar to the one we saw in the late 1990s. I believe it's unsmooth sailing until June 2006 or so. And I believe we're going to experience a 2004 that will look very good for stocks.

But whereas I was glib in 1996, I am less sanguine now because of the reason I think stocks are going to rise. It is not a leap in productivity outpacing by American ingenuity and the invention of an entirely new framework for distributing information. Nope, this time around that we're so underestimating our currency and so dramatically devaluing our future that more people in dollars have nowhere to go but up. Not quite as gratifying as "we reinvented the Internet" that looks at it this way.

Everything I've been bringing over for the past two years—inflation, the price of gold—is good for many stocks. After all, what is inflation? It means that each dollar is worth less. If it now costs \$300 to buy the same ounce of gold that was recently had for \$200. By the same token, the share of GE that you could buy for \$24 in June now will cost you \$44 in June because GE is a better company whose future is more promising today than in June '04. But another way of saying it is that each dollar is now worth only 1/30th of what it was in 2004.

The year started with a historic rise in corporate profits. And they're only improved, as companies remain intent on doing so in a previously unstable environment. Indeed, they're leading such some industries—particularly banking and insurance—are doing so with the double whammy of still low stock prices and a federal government that seems determined to consider a system with two branches and an ATM "too big to fail" holding them out of positions they never should have held at 100 cents on the dollar.

At \$100 Goldmans Sachs has a P/E ratio of 8—about 50 percent of that of the financial services industry as a whole—despite an expected growth rate of more than 7 percent a year. Morgan Stanley is even cheaper, by all measures—price to sales at only \$1.20 and a price to book of less than a dollar, despite a slightly better projected long-term EPS growth.

It's painful to recommend these stocks. Michael Lewis is split on when he describes the various effects on America's economy that occurred when investment banks deviated from their original role—providing businesses with access to capital—into guaranteeing that added no value and better opportunities in which they had no stake.

So I will read this. Proceed with a measure of caution, just when I begin. I don't see it as any job to play the stock market of the investment I submit. I am a member of the companies mentioned above, and never have that the critical nature of financial engineering, know-how concentrated in these two firms—and the purchasing power we take in the marketplace—makes them not particularly vulnerable from the coming bubble. And then returns again...



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STYLE

THE
WINTER
COAT
GUIDE

→
 The all-purpose winter coat is a must-have for any wardrobe. It should be long but not too long—think just above the knee. And it should be tailored but not snug—a single-breasted three-button coat can do no wrong. It should, in so many words, be this: Joseph Abboud coat. You can wear it with a suit or with jeans and sneakers, and since all Abboud clothing is made here in the States with machinery and know-how imported from Italy (thanks to the brand's previous partnership with manufacturing heavyweights Gruppo Finmeccanica Italiana), you pay a little in American prices for really, really craftsmanship. On the following pages we look at a few other coats that can be worn in any number of ways with any number of outfits, but for the one all-purpose winter coat to last you through spring, look no further.

THE
ESSENTIAL

THE ALL-PURPOSE WINTER COAT — Meeting the not-too-formal, not-too-casual one that you can wear pretty much anywhere, anytime. It should be dark but not too dark—a medium brown travels well from weekday to weekend. It should be long but not too long—think just above the knee. And it should be tailored but not snug—a single-breasted three-button coat can do no wrong. It should, in so many words, be this: Joseph Abboud coat. You can wear it with a suit or with jeans and sneakers, and since all Abboud clothing is made here in the States with machinery and know-how imported from Italy (thanks to the brand's previous partnership with manufacturing heavyweights Gruppo Finmeccanica Italiana), you pay a little in American prices for really, really craftsmanship. On the following pages we look at a few other coats that can be worn in any number of ways with any number of outfits, but for the one all-purpose winter coat to last you through spring, look no further.



THE SPIRIT OF A PIONEER

ON THE ROCKS

A BRIEF, ADVENTUROUS GUIDE TO YOUR NEXT SKI TRIP



WHAT TO BRING

THE SKIS

Mountain With wants from roughly 15mm to 15mm. Modern skis are a hybrid between the traditional straight ski and the shaped ski. If you want the versatility to tackle fast turns and breakwatering turns, these will serve you well. And don't forget the goggles.

THE COMMUNAL GIFT



A bottle of Glenfiddich 12 Year Old, matured in bourbon and cherry casks to produce complex flavors with notes of fresh pears and subtle oak. Brew a glass and instantly warm up the cabin—as soon as the conditions outside.

WHAT TO DO

COOK A HEARTY WINTER MEAL

A couple of cornish steaks, grilled just at peak with a barbecue glaze, or a simple beef stew with short ribs, cream and potatoes.

RELAX WITH FRIENDS

Drain the firelines. Immersive nature of the mountains, while sipping a glass of Glenfiddich, whose rolling, distillation, and maturation processes haven't changed much since 1896.



WHERE TO GO

ON THE WEST COAST

The next time you feel the need to push beyond your limits, head to Jackson Hole, Wyoming, where you can experience an unmatched variety of breathtaking runs (plus, however, that this exhilarating double black diamond is for the seasonally courageous few). You'll want to be caudal at one of the area's high-end resorts before either a day of conquering the cold.

ON THE EAST COAST

Staying in Vermont? Vermont is a perfect state. It boasts the only ski area in New England that owns snowmobiles, so skiers have the place to themselves. It depicts views of the summit via a classic, single-trail chair lift and in 21 black diamond runs offer the most challenging terrain in the east. No fancy ski-doo resorts here, just a raw, unadorned celebration of skiing.

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THE SPIRIT OF A PIONEER

12
YEARS OLD
THE SPIRIT OF A PIONEER

THE MULTITASKER: THE DUFFLE COAT

[illegible]

THE WINTER COAT GUIDE



Two-button wool-and-cashmere suit (\$2,450) by Arca; Chang cotton shirt (\$295) by Paul Smith; London wool tie (\$35) by Thomas Pink; leather monk wrap shoes (\$400) by Brooks Brothers; Paul & Co.



Wool-and-polyester jacket (\$495) by Jack Spade, wool-and-cashmere sweater (\$265) by Nautica, cotton shirt (\$235) by L. L. Bean, Signature cotton trousers (\$115) by Ad Astra, Goldschmid leather boots (\$225) by Borsari.



Microcardigan (1995)
by L. E. Brer-Singer
cotton shirt
(1991) by J. Crow
cotton jeans (1996)
by Big Six: nylon
and leather boots
(1996) by Church's



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SKIN MATTERS

STYLE

THE WILD CARD:
THE PARKABECAUSE IT'S NOT JUST FOR SKIING
AND SNOWBALL FIGHTS, YOU KNOW

It's one of the great mysteries of our time: How come guys in Italy can pull off wearing belted cut parkas with their suits? For some, they realize more that the parka is strong enough to cover their suit jacket, and for another, they usually choose a dinner-colored parka that matches a pattern in their sweater. The olive-colored parka here meets satisfaction, and here it's mostly used to shield some of all the belts and shoulders from an untimely inclement winter storm. You won't look as though you've just stepped off the ski slope. (Cotton-wool parka, \$125 by J. Crew; from John Rich & Sons.)

THE
WINTER
COAT
GUIDE

Two-button wool suit (\$1,760) by John Harbort, cotton shirt (\$120) by Paul Smith. London link tie (\$250) by 2. Doger. Leather shoes (\$160) by Telfar.



Wool color-knit sweater (\$145) by Jack Spade. Cotton shirt (\$120) by Paul Smith. Leather shoes (\$160) by Telfar.



Cashmere cardigan (\$1,200) by BR Men's. Cotton shirt (\$120) by Paul Smith. Leather shoes (\$160) by Telfar.

STYLE GUIDE

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ASK NICK SULLIVAN

The Esquire fashion director will now take your questions

I wear a tie to work almost every day. I've been tying mine in a half-Windsor knot, but the tip of the tie goes down to only about my belly button. It looks all right, but is there a better way to tie my tie?

KEVIN RABINSON
Chicago, Ill.

You are right to be concerned, Kevin. The tip of your tie should just touch the waistband of your trousers, and since a half-Windsor consumes so much of the length of a tie, a too-short tie is often a problem. Assuming you're already tied making the tail end as short as possible when knotting up your half-Windsor—you have tried that, right?—you can either try a new knot that consumes less of the length of the tie—the most common, the four-in-hand, is pleasantly asymmetrical—or you can simply buy a longer tie. Some brands, like Baracuta Brothers (770-6), offer longer lengths and even bespoke ties.

Is it okay to wear silk with work boots?

STATHIS GOS
Athens, Greece

A lot depends on the environment in which you work and the kind of suit. For example, these boots (770-2) \$450 by Billy Reid would not work with a fine wool suit in a Wall Street boardroom, but with a more laid-back office, they'll look great. Use your eyes and your head, and when in doubt, wear dress shoes.

Can you recommend a leather weekend bag? Looking to spend about \$500. I've looked at Filson and the like, but I don't think all that used canvas fits my style.

TOM FARMING
Charlottesville, Va.

Filson is great, but it sounds as though you're after something both classy and functional. At your budget, the quality options start to open up; try the pressed-calf-leather-stud Borochehold by Jack Spade or the slightly larger Borochehold bag by special-site Mason & Gill (770-2, both \$500). But don't rush—it's easy to look around.

Who in the field started this thing with the bio-

long pants draping over the shoes? Used to be a gentleman had a break over the front.

DONALD DUBREUIL
Boston Springs, Fla.

You are preaching to the converted, Dennis. In America, fit is the 200-pound gorilla in the room, and, unfortunately, it's wearing a 900-pound gorilla's suit. I think it's a combination of things. One: These days we're on too much of a rush when buying a suit to take the time to get the right size or seek for proper finishing; two, many of us think we're bigger than we are or taller than Samuel Claiborne (11-4), the defunct suit maker that fit me somehow comfortably; three, too many salesmen aren't entirely sure what the deal with fit is, and they're in too much of a rush to nail a commission, anyway, and four, we see everyone else in drooping pants, so we figure that's the can't-act look. But at least you and I know the truth.

Regarding your answer in the October issue about whether one should wear a pocket knife while out on the town. A beautiful knife from a master like



FIG. 2



FIG. 2



FIG. 1

Exhibiting style like (FIG. 1) by Donal Dubreuil

William Henry is in the same league as a fine watch or wallet and would let you class up any outfit. I expected a more educated answer from you.

PETER SINGER
Providence, R.I.

It's true, Peter, there are some very beautiful handmade knives out there, with William Henry (williamhenry.com) doing well up there for polish and craftsmanship. But that wasn't the question; the question asked if it was fashionable to carry them for a night out. Because it isn't 1942. Because it's a knife you'd march along with for hours, it's streets a head—and much quicker—in a murder weapon. I was not at all against knives but against the extremely odd practice of taking them out to dinner. Most restaurants provide their own cutlery these days, even in Brooklyn.

Got a question for Nick Sullivan? E-mail him at csullivan@esquire.com



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ON THE OCCASION OF HIS BRAND'S 25TH ANNIVERSARY

INCUBUS Twenty-five years, 3rd/4th

TOMMY HILFINGER It's been a long time. In 1993, when I started out, I only wanted to design a collection of clothes for myself. I wasn't really satisfied with preppy clothes in those days—the fit was antiquated, the fabrics were not right, the colors were not the right colors—so I redesigned everything I owned. I redesigned the chino pants, the navy blazer, the five-pocket jeans, all of them. And I took the language and the vocabulary I learned around those classics and re-defined classic American preppy at the time. And up, fast-forward 25 years later, I wanted to do it one up with my new collection.

#59. To calculate the node value

TH I wanted to make everything a little more sophisticated. I wanted the colors to be vibrant and slightly quirky. I wanted the fits to be skinnier down. I wanted the clothes to be able to be worn from day into evening.

ESQ Sales are up. Your anniversary party during New York Fashion Week, at which the Strokes played, was huge. Are you feeling good about them lately?

Tim Scall, I've been feeling it for a while. Toward the late 1980s, the brand became too



ing it was on every street corner, and it became almost overkill. So we had to retrench. And as we were retrenching, as we try to figure out what to do, and we looked at our business in Europe, which was, I would say, nothing short of phenomenal. We were in all the right cities and we were doing all-American classic. So the hand writing was on the wall—we had to go back to our roots and be who we are, but better. We're preppy all-American fun-colorful-positive-healthy-sportswear brand.

190 What do you think of the new generation of American designers?

Tim: I look at Michael Houston and I say, "That's Tommy, 1943." I look at Thom Browne and I see red, white, and blue trims—that's taken right out of page 19 in our book. There's a lot of talent out there and I like many of them, and I believe that there's always room for more. But that makes us need to stay on our toes, and it pushes us to be better at everything we do.

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Rob Howard for Town and Country

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A THOUSAND WORDS ABOUT OUR CULTURE

WHY CAN'T KANYE WEST SHUT THE HELL UP?

BY STEPHEN MARCHÉ

IF YOU'RE IN THE MOOD to listen to Kanye West, and you very well might be, you didn't have to wait for his new album that drops this month[er] to hear his new songs. All fall, every Friday, West has been releasing a new track on his Twitter feed, which is, in almost every possible way, the perfect outlet for his music: equal parts superficial and subversive, occasionally brilliant but mostly fun and forgettable. And the songs we've heard so far are good—witty, catchy, and, in a word, fresh—but they come at a time when Kanye matters less for his music than for the swirl of art and angst he has created around himself on Twitter over the past few years. Forget TMZ and reality TV and the other celebrity death machine of 2010: Technology has garbled Kanye all the way to the other side of fame, where there are no secrets to reveal and there is no reality to show.

As an artist, Kanye is immensely admirable. He doesn't always fare well, but he always fares forward. He's taken rap, a daringly self-centered art form, far beyond the standard ego promotion of bald hype. His last album, "808s & Heartbreak," took the shallow musical gimmick of Auto-Tune, a program designed to eliminate individuality, and produced a hauntingly personal album. And since the early days of "The College Dropout," he's resisted the silly thuggishness and tired parts that had long since failed to shock, while other rappers sell a fantasy of brute power through wealth and violence. Kanye sells the complexity of himself as he is, sometimes grand, sometimes pathetic, sometimes gracious, sometimes vicious, sometimes silly, sometimes profound. And he is nothing if not self-aware: "If I'm a douche, then put me in your couchie," he says in "Lord Lord Lord."

The varied parts of his personality have merged seamlessly and effortlessly with the Twitter age. More than a million fans follow him daily, hourly. They inspect the photos of the presents Cartier sends him. They read his opinions about Mark Twain. They note that he ate for brunch, what follows he says, what tracks he's laying down right this instant. One minute ago he posted the following: "At the crib I use really nice napkins instead of paper towels...got the idea from the TBL bathroom...waaaaay nicer." Other celebrities tweet—some with more wit and some with more follow-ers[er]—but Kanye, despite being looked for this



Kanye West—about his new album *My Beautiful Dark Twisted Fantasy*



Kanye West has the most Twitter followers of anyone in the world. In September, one million Twitter followers may not seem like a record, but it is.



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obsession with Twitter, has fused the technology with his music in a unique way. Take just one set of lyrics from the first Friday track, "Monster": "Have you ever had sex with a pharaoh? Put the pussy in a sarcophagus/How she's claiming that I bruise her scapulars." The song is a tweet and the tweet is a song, and the lack of distinction weakens both sides. Same goes for Kanye's public appearances: The world rewards him for speaking outrageously in his songs, and his songs are his life, and his life is his songs, so why shouldn't he speak outrageously in life? All his scandals of the past few years [sic] occurred because he couldn't distinguish between real life and art. (Incidentally, it was luck in the furor that he was right on both counts.) And yet the guy can't help himself. Even when President Obama called him a "jackass," there was a certain tenderness in the word. The president was talking like Kanye was the nation's troubled cousin who can't shut up about himself, which is more or less what he is.

Since the first celebrities emerged, mixing their work and their lives is powerful dreams of projected personality, the possibility of confusing art and reality has existed. The man considered by some (but not me) to be the world's first celebrity [sic] was a great poet, but that's not why so many admirers asked for locks of his hair that he reportedly had to start sending out clippings from his dog, Bostwin. Men and women adored Byron because, according to one woman who slept with him, he was "mad, bad, and dangerous to know." The greatest American actor of the nineteenth century [sic] thought his career was over when his brother shot President Lincoln. He soon learned that audiences worshipped him more—and worshipped his tortured performances of "Hamlet" and "Julius Caesar"—because they knew about his personal tragedy. And the great celebrities of the twentieth century [sic] ran away from the camera, but this only made their fans eager to see more and know more. Today, celebrity has become a perpetual enterprise of more, with Twitter acting as both the engine and the agent of unending revelation. Jump on or jump off.

Kanye has jumped on. Like every hip-hop artist today, Kanye sees himself as a brand and dreams of total integration of himself with everything that can conceivably be consumed. But being a brand involves being both more than a human being and less, which may explain why there's a wild, frantic sadness to his personality, or what Cyril Connolly once described as the "ludicrous distress of hedonism." To be a brand is ultimately to be a hollow thing. Like a bell. The hollowiness of Kanye went rings out and his distress only makes him more attractive. Being a brand has its own demands, and they are growing more and more pressing by the second. Kanye at least is willing to go all the way. "I'm living in the future so the present is my past./My presence is a present, kiss my ass," he says in "Monster." All that is just ninety-nine characters. M



"Twitter made Kanye for you like all you know, but I've never had one of the best times of my life."



"Kanye West doesn't care about his people."



Lord Byron



Sylvia Beach



Grace Kelly, Jacqueline Kennedy Onassis, and Elizabeth Taylor

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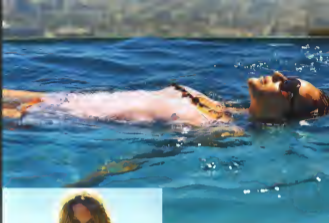
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Examine: What's about capitalism wrong?

Wait, what's the dog's name?

I found out last night, while I was reading this book on female serial killers, that there was a member of Manson's female posse. They called Lulu. So I'm reading this, and I'm looking down at my tattoo.



THE WOMAN
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and I feel out that? Lulu was the girl who killed the guy in Lulu Re, which is near where I grew up. Now I'm feeling pretty about having it done.

What's the character's name?

Nickname: Lulu. Lulu has a name.

This is background reading? For the show?

Everything I'm reading—my entire library is now about homicide and sexual deviance. It's all about the show. Criminal psychology people come over and they talk. I'm sure, but I don't want my character would study at Queens, or in forensic psychology. So I read about killers. Gosh, not nightmares. When I take a break, I'm reading: Why God Is Good.

Not.

What?

The book, God Is Not Good.

I mean Not. Not Good. Right.

Sell them the first. This, which makes me the only person I know who even remembers the movie.

Did you like the cast?

The black thing, with the stripes. I don't remember caring much.

You would like it now. Black? Very tight and rubbery. Okay.

People tend to like women in rubber suits.

It took five hours to get it on. It was a challenge, like with the feet on.

It was a challenge, like with the feet on. It took four sets of hands. Pulling, pulling, pulling. It's not tight. It was a month of prep to get the suit right. Another month to light it.

It was really pretty beautiful, pretty textured and surreal. I don't.

The first time I got it, I got really excited.

I'm sure of it.

And amazing? Doesn't happen. Four layers of latex and the holes didn't line up. Your body just shuts down and you can't sweat. There's no

skin, so you smell different. To take that off at the end of twenty hours of shooting, there'd be this wall of that different one. Deadly.

No way you lasted twenty hours.

Okay, yes. There were lulls.

What's that on your other wrist?

I just wrote something. Notes to remember. That just says: Breathe. Are you nervous?

It's not about you. That was about being looked at, I think. It's days old.

Do you mind being looked at?

I was modeled for eight years. That's the deal. People look. But I didn't like being looked at and never seen. I'm twenty-seven now. I'm not going to be—when I feel beautiful, I like being looked at. When have I feel a how I look? Sure, look at me.

Reacting easier?

Acting is an uncomfortable business because you have to make yourself vulnerable. But actors get taken care of. There are people who get rooms for them. Car service to the airport. Very difficult that modeling, where you have to make yourself invulnerable. I lived in Paris for six months when I was sixteen. It was a head-for-yourself education. No one stands up for you, so one backs you up with the bodies. I'd be on these shoots in Europe with a photographer giving people feelings, forcing the male model to wear women's lingerie, then he'd turn to me and say, "Take your shirt off." No one's with me, no one's looking out for me. I'd have to stand up to that, when no one who can about me from the other side of the planet. Then my body changed. It became more of a woman, less of a girl. They stop calling. There's love it ends in.



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The holidays are a difficult time for Sweetie (the wife), who finds it chaotic living in a house with various televisions, robotic vacuums, and multiple phones ringing at all hours. Plus, she apparently doesn't take well to being almost decapitated by a remote-controlled helicopter. Then there are my two assistants, Mary and Joi, who, in addition to helping me work on *Men in Black 3*, have to constantly nag me for missing USB cables and chargers that need to be returned to the manufacturers. And my kid won't stand for getting her photo taken with eight cameras. As a bit of a hoarder, however, I have always seen the holidays as an excuse to get more stuff. After testing hundreds of the newest gadgets (none of which, sadly, I got to keep), I was able to settle on this year's best gifts—either for the people you care about or, better yet, yourself.



WE'VE GOT DRUID A

At my review a few months ago, I wasn't as excited by the **Moto X** (www.motorola.com) as I should have been. But now that I've spent more time with it, I think the **Druid** is close to the perfect phone. It has a huge screen, runs on the Android OS you get free from Verizon, and has a slick, updated, and operable on the fly superior interface. Which is most impressive to its S-Track touch input. It's a whole new way of typing. You sweep your finger around the on-screen keyboard and the touch sensor kind of tracks the **Druid** figures out what you want to type.



AMAZON KINDLE

The new **Amazon Kindle** starting at \$109 (amazon.com) is the best of the e-reader line. The screen is much better than previous models, and it has a ridiculous battery life up to a month. It's easy to buy your books over Wi-Fi or through your computer, so unless you really need the option to buy books over 3G, you can get the cheaper \$79 version. I would buy it with the optional cover (\$40), which comes with a built-in book light that draws its power from the Kindle. Unlike an iPad, a Kindle is really works best in bright light. So take it to the beach. Or the bus. That's where I read mine.



PELIKAN TOLEDO 110 AND PARKER PREMIER PENS

Living a digital life means embracing a few alternatives. One of mine is the fountain pen. It is classy, classy, inconvenient, and the best way to write. Pelikan is one of my favorite manufacturers, and its Toledo line is a showstopper. I've used it on the *100* (www.fox.com) for the past several weeks and managed not to scratch it. I obviously like the **Parker Premier** (www.parker.com) for the past several weeks and managed not to scratch it. I obviously like the **Parker Premier** (www.parker.com) for the past several weeks and managed not to scratch it.

EVER MORE GREAT GIFTS: Amazon Kindle (\$109) (amazon.com) is the best of the e-reader line. The screen is much better than previous models, and it has a ridiculous battery life up to a month. It's easy to buy your books over Wi-Fi or through your computer, so unless you really need the option to buy books over 3G, you can get the cheaper \$79 version. I would buy it with the optional cover (\$40), which comes with a built-in book light that draws its power from the Kindle. Unlike an iPad, a Kindle is really works best in bright light. So take it to the beach. Or the bus. That's where I read mine.



BE REMEMBERED.

Kenneth Cole

THE TIMELESS MEN'S FRAGRANCE BY KENNETH COLE.





The **Immersion SP-H303** glove processor (\$300; benburys.com) is a great, little device to take anywhere. Plug the six ounce box into your PC or smartphone using an optional adaptor and you have an impromptu drive-in or a great way to watch a movie from your bed at the hospital. It also works with documents or photos. The SP-H303 can project up to an eight-inch image and has 1GB of built-in memory (expandable through an SD input slot) and a 4-watt speaker.



If someone you love uses the excellent Apple iPad (apple.com/ipad) as her the best key position, visit apple.com/ipad and apple.com/ipad to get with it. The keyboard gives you a much better typing option than the touch screen, and the trackpad is just like the one you'd find on any new MacBook. It lets you use Multi-Touch and has the same form and styling as the keyboard. Place them next to each other, prop up the iPad, and you've got a full computer. Almost.

When dialing, it's very useful not to dial into the outside system's pitch channel. STAC always makes the think we're going to crash. And now many of them, including the three below, have programmed built-in ringtones. So you can easily use it with your phone. The **TXi Star Trek** smartphones (TXi, bestbuy.com) provide very realistic sound at reasonable prices. The **C2i Phoenix**, **honda/PTC PerfectLine** smartphones (PTC, hondaonline.com) are also quite good and I find the optional filter dial tips the most comfortable to use to make music and reduce ambient sound. They are made of a lower modulus spring to expand when the dial is pushed. The **TXi Star Trek** smartphones are comfortable if you're in the same base, the **TXi Star Trek** TXi smartphones (TXi, bestbuy.com) give you a clearer, more turning sound and allow you to add or reduce bass manually.



The *Neato 350* is a robotic vacuum (SAD) neurobotics confirmed a lot of respect from Seattle. As the first generation of robotic vacuum cleaner it is far superior to others we have. Seattle has tested instead of relying on random luck. The Neato uses some sort of laser based room mapping system. As it knows where it's been, when it senses that it is running out of juice it works its way back to the charging base, recharges, and then continues its job. Our *Neato* robot vacuum is a super found in a supermarket to watch.

4 <http://www.istockphoto.com> for your pictures of dogs. Example: www.istockphoto.com (1/1/2007) www.istockphoto.com that your hand near the bed and

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1 - PREPARE



2-LATHER



3 - SHAVE



4. RESULTS



PLAYBOY'S MOOB AND
MOTOROLA BUTTERHEADS!

Silly? I find myself having to talk on a cell phone when driving. I try to avoid it, but when you're directing a movie, there always seems to be someone who needs to be patched through. My favorite cell phone is actually the **HP PalmPilot 5000** PDA, which has a cord and the **CD MobileNet V2** headset. Motorola can't beat either, they say, with its 1.6 GHz processor over most other options. They both talk about remodeling talk time or what's called—and have decent battery life. What? Especially like about the Motorola is that although it is an antenna, the cord can rest outside your car, which is kind of cool, too. Innovative.



www.kjzq.com.cn 4-48 55 66 88 99
0-2 33 44 55 66 77 88 99

A laser pointer is really useful. It's like a pocketknife that won't cut any of the things every other week. Recently it took the guess **Richard Lauer** ([73 laser pointers](#)) (**95**) who'd lasered in to Cape Canaveral to point out to the **9503** crew various areas of the twenty-story structure that they shouldn't throw me off. And an sat. It's a tough job. For me, at least.



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[illegible]

58.000 8.000 10.000

When I install a car I always bring a Sirius radio device—along with all the wires and instruction cups it requires. It's about worth being without Cruise and Climate for a couple of hours on 6.2. The new XM3000 (XM3000) is a small, sleek, and still requires a magnetic antenna on your car's roof, but the rest of the device—power, control, and antenna—is contained in a flexible stalk that fits into your dog's collar. Lighter. Very simple, very portable, very cool. So a caption is in three weeks.



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THE 2010 AMG MIAMI BEACH POLO WORLD CUP VI, featuring the world's top polo players, took place from September 10-13, 2010 at the Ritz-Carlton, Miami Beach. The event was presented by Nespresso and AMG. The tournament was the sixth in a series of six events held in Miami Beach, Florida, from 2004 to 2010. The event was the first to be held in the United States. The tournament was the first to be held in the United States. The tournament was the first to be held in the United States.

2010 AMG MIAMI BEACH POLO WORLD CUP VI Presented by Nespresso

Miami Beach played host to more than 100 polo games as fourteen teams competed for trophies and honors in the 2010 AMG Miami Beach Polo World Cup and South Beach Women's Polo Cup.

The other side of the show was the adjacent beach area located directly behind the Seta Hotel.

Enjoying the sun and the surf, VIP guests revelled in an age-old leisure and social competition that brought pure excitement to the crowd.

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PROFILE

OF THE HOLY TRINITY, WHICH ONE IS HE?

Never has a team been so engineered for dominance as this year's Miami Heat. Chris Bosh left Toronto for a ring, joined by that guy from Cleveland. But the man they came to play with, and who'll show them how it's done, is Dwyane Wade.

BY SCOTT RAAB

PHOTOGRAPHS BY MATT JONES



IT

IS MEDIA DAY FOR THE MIAMI HEAT, the team at the center of the NBA universe. Soon every day will be Media Day for the Heat; never will an NBA season, which has long been an eighty-two-game warm-up for the NBA playoffs, feel so long. This summer, LeBron James of the Cleveland Cavaliers and Chris Bosh of the

Toronto Raptors, both free agents, decided to join forces with the Heat's Dwyane Wade to create a team of such ineffable puissance that oddsmakers already have installed them as heavy favorites to win it all, while sundry pundits are predicting that they'll break the regular-season record of seventy-two wins currently held by Michael Jordan's 1995-96 Chicago Bulls. It is, no doubt, the greatest basketball team in history never to have played a single game. In an hour, Dwyane Wade will be in uniform, sitting at a microphone flanked by Bosh and James as three hundred or so reporters and cameramen gather for a press conference. He sits center stage because, at twenty-eight, Wade's still the Man, still the face of the franchise he led, helped lugger by Shaquille O'Neal, to an NBA championship in 2006. But today's press conference—a clusterfuck without precedent for Miami, no NBA barbed—will mostly be about LeBron, who will harrow his knee, stroke his chin, and look pained and ungrumpy as questioner after questioner asks him how it feels to go from hero to schlemel.

Last night, Wade and the Heat will head to an Air Force base at the beachside mall area, where Pat Riley, the team's president, decided to hold teaming camp as an apparent effort both to keep his team clannish and to craft a more cohesive sense of mission

than that provided by the Heat's traditional post-game South Beach excursion.

And as a few days—only three minutes into Miami's preseason opener—Dwyane Wade will twerk a basketball, leave the floor, and give journalists all the reasons they'll need to start talking about how the Heat is now LeBron's team.

Right now, though, Wade's sitting in a black T-shirt with a white, wavy, white-black letters on the chest, talking with *Esquire* about his journey from the South Side of Chicago to here, to here, and swirling during on the White House lawn.

■ Home on Ice. I'm a junior—I got that name from my father 2 and his name—my grandma said that's how she felt it was spelled. There you go.

(continued on page 104)

■ Previous page: leather jacket: \$2,400; the Louis Vuitton capote: \$1,900 for three paid by Calista Fells; underwear: various items (\$120 by McQ; see sidebar). This page: boat: custom; \$1,500; the Louis Vuitton capote: \$1,900 for three paid by Calista Fells; underwear: various items (\$120 by McQ; see sidebar). Cover: gold spin bucket; Power Reserve watch: \$2,500; 100% by Oris.

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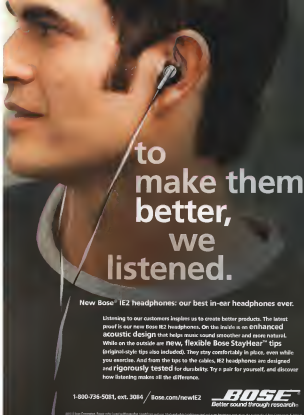
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PROFILE

"THIS TEAM HAS A LOT OF WORK TO DO. THERE'S A LOT OF TEAMS OUT THERE—L.A., ORLANDO, BOSTON—THAT ARE BETTER THAN THE MIAMI HEAT RIGHT NOW."

■ Cover: First cover (\$2.99) and enhanced edition (\$4.99) by Grant Tinker and (S&P) and mentioned reasons. © 2007 by Grant Tinker. Non-qualified King Kong Power Gold Soft Sec. Gold Power Reserve watch. © 2007 by Tinker.



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(continued from page 106)

• **My freshman year.** I was academically intelligent—I didn't pass my ACT. But I was able to practice with other teams. Those days, the ball swung to me on the court. I took it to the baseline and Jim Harris came to take a charge, and I just took off over the top of him. As I'm taking off, he's trying to fall back, and I just go over the top of him and dunk.

I mean, I surprised myself. Everybody at the game was like, 'Holy shit! It was one of those moments where everybody cheered.' They couldn't believe it. It was in the school paper the next day, it was talked about all over campus, and what it did was get me everybody's attention to keep my name in their minds for next season when I'd like that court.

• **A lot of the stuff you do in games, you can't practice it.** You can practice your jump shot, you can practice your ball handling, but you can't practice some of the moves and the things you do in games. It just comes at that moment—instinct gives.

• **I don't drink, I don't smoke, I don't do none of that.** No extras.

• **When you get to college, you're finally on your own, and you feel like, 'This is mine now. I can make my own decisions.'** When I was growing up, we couldn't wear earrings, couldn't wear hats, and my father said, 'No tattoos.' So I started wearing hats. I got my ears pierced, and I said, 'I'm gonna go to the tattoo parlor.' I walked in there and I walked right out. It just wasn't me. And I knew it wasn't me. It would've been forced. I would've been being like other people and not myself.

• **The thing about fame or celebrity is that there's not a break to show you how to do things.** You've got to learn on the fly, and you've got to feel your personality—how much you can deal with, how much you can't deal with—and try to make it work. You've got to ride the waves that come with it and just try to be the best person you can be.

• **The thing about fame is whether name you give me lunch or whether I needed it.** It was a shy kid, but he pretty much told me to open up. He said, 'Let your creativity be seen, put your fingerprints on the things that you're doing.' It opened up a new new business opportunities for me.

• **Anybody can say what they want to about things, but he's a great businessman, a very smart man.**

• **We love to play this game—**we would play this game for free—but we have an unbelievable opportunity to do more. Guys are behind and guys want to get to the top. You have to look at yourself as a brand, as a question about it.

• **No one said success in life is easy.** If it was, everybody would be successful, and success wouldn't be a big thing. I know I got my opportunity and I cherish it.

• **My time in Miami will come and go.** There's going to be another guy come in, but that fan stays the same. There's going to be fans in the arena now watching me who're going to be here thirty years from now watching someone else.

• **If I come back, in my own life I'd like to be a trust-fund baby, where my parents made a lot of money and I could just fly under the radar.**



"MY TIME IN MIAMI WILL COME AND GO. THERE'S GOING TO BE ANOTHER GUY COME IN, BUT THAT FAN STAYS THE SAME."

• **You like the Vibe of Timberland.** It's already true—a love that thing, but you know what? We're fine with that. We understand that we did something we wanted to do. As an individual, you don't

get an opportunity to do that often in this game. That's what it came down to with us—Russell and Chris and LeBron—we all felt for the first time we were able to control our own destiny.

• **It's weird, really,** because I haven't felt yet, I haven't been on the court with these guys yet in battle. The only thing I can go off of is that when I was here, I was on the court and I said, 'I got this.' It changes the game—the game is totally different right now I haven't felt yet.

• **This team has a lot of work to do.** I don't look at the individual players right now and say, 'Oh, my God, this is someone.' I say, 'This team, we got a lot of work to do, because there's a lot of teams out there—L.A., Orlando, Boston, and so on—that are better teams than the Miami Heat right now. So how do we get to that place? Just, like, now?' I look at that team and I'm proud of it. I'm happy, but once tomorrow starts, we get to go to practice. We got to go to work.

• **It's hard, what we're doing.** The last couple years, trying to score forty-eight, trying to win it. It's hard on your body. So for these guys take me to the restaurant, and I'll ride the wave.

• **The way I was raised,** getting married early, having a kid early—all that set me up to be in that position where I have guys who look to me as the older guy. And I was like, 'I can be that for them. I do have a championship. I was blessed to be able to win. I know how it feels, so now I'm able to pass that knowledge on to guys that haven't won it yet, that haven't done it. So this is a great opportunity for all of us.'

• **Getting invited to the White House** is unbelievable. All these friends—LeBron, Chris Paul, Magic Johnson, Allen Iverson, Tim Duncan—all these guys. It was unbelievable. But the best thing was when we went back to the White House on the lawn, and it was like a big picnic, everyone sitting out there, talking, further Vibe songs in the background. It was just a great vibe.

• **It was a reflective moment.** You look around and say, 'Not only is this something I've never dreamed of, but it makes you want to strive to be better. I just felt at that moment, I want to do more, because I like this. I want to feel that again, have it felt to be there amongst a lot of great.'

• **You have those moments where you reflect.** Whenever you're at dinner, you're on the plane, whenever—anytime. 'Oh, man, what I'm going through in life at the moment, from where I came from to where I am now, you know what? Life can't hard.'"

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CHRISTIAN BALE MAY KILL SOMEONE YET

Esquire

When a rage for authenticity meets a passionate fakery meets a workingman's attitude, you get this guy. An actor of great dimension—just don't call him that. And he'll probably win some big award for his role in *The Fighter*, but don't dare tell him that. A funny and sometimes testy encounter with Mr. Bale.

BY JOHN H. RICHARDSON

PHOTOGRAPHS BY NIGEL PARRY

CHRISTIAN BALE



COMES INTO THE BAR dressed in a regular-guy windbreaker and looking much more scruffy and handsome—charming, rakish, ne'er-do-well, with a piratical mustache and goatee—than he ever lets himself look in movies. His English accent hits a sweet spot on the higher edge of working class, with a hint of the warm burr of his native Wales. He orders a Stella and expresses polite concern about the noise level and the tape recorder. But within minutes it becomes blindingly clear that he'd be much happier asking the questions than answering them.

BALE Everybody talks about the process too much. The underlying thing about a movie is the movie.

GUS Yeah, but we're here to do an interview.

BALE It doesn't get it when you get so much questions about the way movies are made, and the special effects and the behind-the-scenes stuff and all of that. I can't help but feel like that reduces it a little bit. It's something that shouldn't just be handed out as an extra on a DVD. It should be sought out by curious potential filmmakers who want to learn how to do it.

GUS But...

BALE Somebody told me I "shouldn't duck out." I'll be faced if I've ever gone up to Dickson. That word should just be it. I'll never have a personal connection to it. Like many artists, Bale says he also dislikes commenting on his choices.

GUS I find that with particular projects, I kind of know in the back of my head why I'm doing it and what I find interesting, but I never want to bring it to the front and vocalise it. Because the minute I do that, I'm done. I've struck a fork in that road? I've bowed? So you have to trust yourself like a madhouse to some degree, in order to keep on discovering things. And he really doesn't like discussing the career arc of other filmmakers.

BALE Why are you questioning those things?

ISAHARA Just curious.

BALE Why are you putting all that middle in your brain that's not needed to be there?

ISAHARA I guess you just look at the choices people make and wonder. What's up with that?

BALE But why are you worrying so much about everybody else? Let's start looking at you for a minute, all right?

A STANDOFF ENSUES not unlike the scene in *Ammonite's* The Passenger when Jack Nicholson is interviewing a witch doctor who clearly thinks he's an enormous idiot. "Your questions are much more revealing about yourself than my answers will be about me," the witch doctor says, turning the camera around so it's pointing at Nicholson. Major existential moment as Nicholson stares into the abyss between agent and agent. But we have seen this movie, and it does not turn out well—the spell must be reversed.

BALE It should just happen. It should just happen. If somebody's true and sincere, it happens regardless of marketing. There's no talk about it, the more I'm telling people how they should react. And that is an outside.

ISAHARA Not to argue, but that's not really true.

BALE Are you telling me a lie? And I laugh!

ISAHARA Sometimes the ground needs to be prepared. And just we deal down those ancient rules at me—all I can do is to Q&A.

Actually these are forbidden words that you are saying right now. Bale is in the habit of repeating that his media interviews be printed in a Q&A format. He also prefers to similar those at the same five-star literary hotel in Los Angeles, and makes it known that he'd rather personal questions.

BALE You don't like that?

ISAHARA No! I don't like being told what to do.

BALE I'll tell you why. Basically, it's some

body who got stuck having to interview me who really wanted to be a novelist, so they're writing these novels and I was like, "It's not true, that didn't happen, they just made all that up." Why don't they just go ahead and be a novelist instead of bothering with answering me?

ISAHARA So you want to be perceived accurately, but you shouldn't worry about any details. You realize that those two things contradict each other.

BALE No, it's simpler than that. I want to be able to just act and never do any interview but I don't have the balls to stand up to the studio and say, "I've been doing another interview to my life?" So I'm saying that and go, "Okay, okay!" All right, now I'll go do the interview job!

ISAHARA And you don't even talk about your personal life or family background either.

BALE Look, I've got a considerable pride for my family. I've absolutely full into that belief of a dad who could just happily talk about my daughter endlessly. But it's not what I'm about because of being actor. I don't want people to know about that.

ISAHARA Why not?

BALE I don't want people to know me.

ISAHARA Why not?

BALE Because that happens every job.

ISAHARA How does it do that?

BALE Because if you know something about somebody, it gives it the way of just watching the guy in the interview.

ISAHARA But that's not really true. If you really disappeared into your role, people wouldn't realize it was the same guy from movie to movie.

BALE No! It's like painting behind the mirror—I'd know about it even if nobody else does.

ISAHARA But for the audience, that's part of the pleasure. "Wow! It's a great actor! He's so different than he was in *Julius Caesar*."

BALE Well, it's also just I've loved theater with myself.

When he was a child actor, Bale did fantasy movies and even sang and danced in a Disney musical called *Nervous*. Now he cringes at the words "child actor."

BALE I spent many years trying to pretend



embarrassed.

RAE: Believe me, I have things I need in with-out any hesitation. That is just not something to be quite as proud of as many people would have you believe.

LOHMEYER: What do you need?

RAE: Art is an interesting topic of art is not compromise. As an artist, you're giving it up, you're at the mercy of all many other people so you're truly reaching the holy goal? No, because you're not. And there are some moments when that was never at the same way.

After a brief pause, he continues. You know, I've been doing this quite a long time. It doesn't make me feel special. But I actually love it more for the reality of how it is done. The stress and the love of how it's really put together.

LOHMEYER: Can you be more specific?

RAE: One word: tension. It doesn't matter whether I would be sitting or doing anything else.

It's about in long, long a little too far. It's about you don't know the edge until you're gone over it. That's tension to me.

Later, explaining why he refuses to use the "Method acting" technique of remembering the past to stimulate emotion, he returns to do this:

RAE: I'm not on a couch having therapy. And it's very boring. I have to be able to relax every day in this in somebody else's life to something that's happened around me. As the end of the day I'm taking it. Pure imagination, and it's only when you don't go far enough with it, you can become obsessive and it can get to the point where you're almost losing yourself. You're becoming a vessel. And being that, things start happening. And I'm taking the way I'm watching right now, because I cannot like a writer that's very so-called autistic.

LOHMEYER: To become a vessel?

RAE: Yes, but I don't believe in revealing that.

LOHMEYER: Why?

RAE: Just do it! Don't talk about it, get on with it.

LOHMEYER: But you're a fucking actor! You're in the self business!

RAE: It's the opposite of self! It's actually saying, "I don't want a chance being myself. I've gotta create somebody else in order to communicate. If I remove myself from all of

my own emotions and inhibitions and create another character—half that I can reach out and communicate in that way." So in essence, it's actually about trying to fucking destroy the self, and then you might be able to do something. There's some quote, I think it's Oscar Wilde, "An artist puts nothing of himself into his art."

LOHMEYER: You know that's total bullshit, right?



RAE: Explain that? Explain that? Why is that bullshit?

LOHMEYER: Look at McQueen, he's all over his movies—

RAE: He's the director!

LOHMEYER: Does he put it all over his assets?

RAE: He's the writer!

LOHMEYER: Jack Nicholson is all over his movies!

RAE: Great movie stars, that's what they do provide. Steve McQueen, you wanna fuck up Steve McQueen. When center fucking guy in the world does that I can't do that. I don't believe in myself enough to do that. I've always thought if I was in a band, I'd never want to be the lead singer.

LOHMEYER: Baudouin Dumas?

RAE: Well, I've got to admit to a bit of ego. I'd have to be kind of glibular [laughing].

CLEARLY: THIS WAS THE way of a moment—of a Freud and to my—"reducer." I think we can move on to push forward.

LOHMEYER: I really get it except for one thing. RAE: What?

LOHMEYER: You were this way when you were thirteen, so it must be an intrinsic reaction that you do get that any of your evaluations.

RAE: All right? We're not going to do this on this greatly, but it comes from moving around a lot and the necessity for my evolution. There you go. That's what it stems from. I was doing it my own life well before I was doing it as a job.

Quickly, he changes the subject back to Duke.

RAE: You want to speak with Duke?

LOHMEYER: No.

RAE: You don't want to have a conversation with Duke?

LOHMEYER: Not for that.

RAE: He's a character, man.

LOHMEYER: If I were allowed to write a real piece, then I would write a tale to him.

RAE: Well, you were off the Q&A if you're talking to Duke. I'll give this piece to you about Duke.

RAE: GRADUALLY, if only because it's impossible to bring a normal guy to waste the much energy avoiding it, Duke begins to open up.

LOHMEYER: What would you do if you weren't an actor?

RAE: I think I probably would have tried to experience my own

stories in the way my father did—the sort of travel, the randomness of his searching himself through experiences. Duke's father was an uneducated guy who flew planes, sold jewelry and shoes, and was a central figure in the underworld of his town—no kidding. As in life, Gloria Steinem, I think I am that partially through using, but you have to make an effort to be in an unprotected environment where everyone knows you're completely incapable of doing so. It's possibly the best way to learn to stand up. You have to make an effort to be in a job that is actually experience the country that you're in. RAE: It would have been very happy to make an unusual and unique the unexpected. I've never been ambitious. I don't go to school, I

come from a family who didn't. My dad was a fucking brilliant man who presented himself to college and got a long way without it.

LOHMEYER: Really?

RAE: Yeah, and I was for him, man. He had a brain. He was a very very capable man.

LOHMEYER: When did he die?

RAE: Seven years ago.

LOHMEYER: So he got to see you succeed.

RAE: Yeah, if you can't succeed. Just I don't think his notion of success was ever, "Hey, do some fucking movie, son."

Duke returns to his mother's time.

RAE: All's some of you guess he was thinking about when I'm about to go off the clock. Not a single one of them. Holy shit, I'm gonna be dead if that's what's on my mind at that point.

LOHMEYER: "I was in Baltimore."

RAE: Moments would have to set in to a severe degree for me to be happy with that. But the command the company Duke brought to his work, another check to stand in his simplification. He passed, but he was not far from about the only character he ever got.

RAE: I brought that something would do. Maybe I would do it now. I probably would. I don't mean literally. No way is he'll be making it now that I'd could go back then and do it, yes, maybe I would have done. I do remember, at the time, looking at my friends who were in college and loads thinking, "That looks like a laugh."

LOHMEYER: But you were working.

RAE: Yeah, I was working. It was when I was first getting employed out here.

LOHMEYER: And you were supporting your family. There was no pressure on you.

RAE: You don't recognize it until later. So I don't like being a little whiner. So I don't want to believe down that path way.

LOHMEYER: But you could where if you let it loose.

RAE: Who could? But hopefully you choose not to.

LATER: Another glimpse emerged.

LOHMEYER: How often did you move?

RAE: Pretty regularly. One place, the longer I was, was the five years. As time went on, much. No knowledge in advance. Twelve's notice—"We're going somewhere else." That kinda thing.

LOHMEYER: That's tough.

RAE: All I remember. All I remember, I loved it.

LOHMEYER: But you love your friends.

RAE: [New horror movie-style scene, pointing at his head.] Yeah—a lot of us in here.

His head? Other memories show the person in a moment of close early experience.

RAE: I never, maybe I've even been, never remember the reason for that. The longest

IT'S THE OPPOSITE OF SELF! IT'S ACTUALLY SAYING, "I DON'T STAND A CHANCE BEING MYSELF. I'VE GOTTA CREATE SOMEBODY ELSE IN ORDER TO COMMUNICATE."



place I ever lived in was for five years and I didn't know the name of the next street over.

LOHMEYER: Why bother?

RAE: Why bother? I think there's such enjoyment in just getting lost in a city. Being nomadic where you are, how you're going to get out of it. Getting to be the middle of the night, you're still late, walking around. That's the best way to discover a city. That's how you're born into life. You got no fucking idea which way up or down.

LOHMEYER: It's interesting. You have this sense of being nomadic a lot, so you either try to control it or embrace chaos. Or both.

RAE: Embracing it and going, "What's the worst that could happen?"

Later, equally unprompted, another remark bubbles up from the place where not wanting to do something breaks the habit of performing a shoulder of walking to it as even now.

RAE: I don't want to admit that you're, it's absolutely pervasive, it's a weird thing, it's a weird hyper-logical, it's like being invisible. "Is fucking as hell?" When you're to be invisible? Oh yeah, good choice, mate. But the point is, you do get to become invisible as an actor. And I know that much of that also comes from [Naguchi] being high as he breaks into a week's break, growing up, moving around, different towns, and all that kind of stuff, and then getting attention at a very young age when you're not ready for it and you have responsibilities, financial responsibilities, stuff where other people don't get into it as late in life. So you go, "Man, wasn't it great before all this happened?" Back when I was young and I could go to school and nobody knew who I was and I was invisible."

You know? And what if you're a day in your life, and here I lost it now only. You know?

LOHMEYER: That was good, a two-part answer—first the emotional reason, and then you anticipated where I was going to go and give me the real reason. Now I don't have to ask any more questions.

RAE: Well, done!

LOHMEYER: No.

As Duke relaxes, he reveals a gentler side.

RAE: I spent most of the morning being the architect for my daughter's singing and dancing today.

His daughter is five, almost ready for first grade.

LOHMEYER: Is she in a preschool where are something?

RAE: No, she just does her own thing. She just makes up her own stuff and performs for it.

LOHMEYER: That's the worst fun, right?

RAE: Yeah, it's a whole different party once that you do yourself in. I love the bounce, it's a party, it's a party, it's a party.

LOHMEYER: How many children?

RAE: You know those things.

LOHMEYER: Oh yeah, those things.

LOHMEYER: Watched, Warner Bros.

RAE: The last five years of my life have been spent just watching, sometimes for my daughter—and getting a kick out of that.

LOHMEYER: Thank God for Phase.

RAE: Exactly.

LOHMEYER: Which is your favorite?

RAE: It's very important that the idea, it's being which out of it, I love it. I find myself waking up at the most. [continued on page 124]

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THE BEST & BRIGHTEST 2010
PART 1: THE BEST

It was a tough year. But you forget that greatness also happened—big and small and sometimes even inspiring. One hundred and two reasons to celebrate.

BY ANDREW CHAIKINSKY

In San Diego County, violent crime decreased 7 percent, robberies fell 12.6 percent, and homicides declined 28.1 percent, the lowest murder rate in seven years.



Kemp West's "Good Fridays" MPTs giveaways, which were far better than they needed to be.

In October, a Merck Park, Calif., trial is, companies reported stem cells raise a patient with severe spinal cord injuries, the world's first clinical trial involving embryonic stem cell treatment on humans.

A leaked Pentagon memo predicted that Afghanistan could one day become the "Saudi Arabia of lithium." Conservative estimates of its total mineral wealth—excluding iron, copper, gold, uranium, and coal—top \$900 billion.



—Newark mayor Cory Booker tweets a Secolo, after she turned a post about his gay truck as traffic in Newark.

A third of all television viewers watched Zach Parise score the tying goal for the United States with twenty-four seconds left in the **men's hockey** gold-medal game against Canada.

Animal rescuers along the Gulf Coast reported that they had found far fewer oiled birds and other creatures than they had

In October, Ford announced an

of 11.7 billion.

"Double your love on Queen"
 —ARTIST: NINA GOLDENBERG
 "Run run and tell their
 run and tell their husband"
 —ARTIST: NINA GOLDENBERG
 "To get a letter"
 —ARTIST: NINA GOLDENBERG

In September, astronomers discovered Gliese 581g, the first rocky Earth-like planet outside our solar system, twenty light-years away.

After two years of reporting, The Washington Post published its three-part series "Top Secret America," revealing a vast, unworldly federal security network that publishes fifty thousand in-

For the first time since 2000 state and local governments recorded **surpluses** for the first

deciding signs of an economic turnaround—

From Minneapolis (4.36 percent) to Hesperia (8.43 percent), the lowest mortgage rates are in the north.



Q: If we are only in the kitchen?

A Boeing 737 crashed on San Andrés Island in Colombia, two people died. [CBSnews.com](#)



"THIS IS A BIG FUCKING DEAL."

Adrian van der Vaart, Hans Willekens



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from heresy. Kubrick and Ray Babbitt are huge role-players for technology but they are simultaneously impotent and neurotic; a hater of the set as true heretics. Of course, Kubrick's movies are almost monolithic while Ray's are extremely malleable. But it is in their messaging. There is really no such difference between Kubrick and Ray. Kubrick's movies are not about the future, they are about the past. Kubrick's movies are the most important movies of the 20th century, the movies that have shaped the way we think about the world. Ray's movies are the most important movies of the 21st century, the movies that have shaped the way we think about the world. Kubrick's movies are the most important movies of the 20th century, the movies that have shaped the way we think about the world. Ray's movies are the most important movies of the 21st century, the movies that have shaped the way we think about the world.

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McCarthy

INTERACTIVE MEDIA FACSETTER

Justin McCarthy has talent to boot. In a world where cultures at large have large and small, he has a knack for sales and marketing opportunities. In a world where groups are strategic and innovative, he has a knack for being a new media leader. As CEO of Facset, a media company that creates custom content for businesses and distributes them across the web, McCarthy is a true marketing innovator. And he doesn't let it go. McCarthy is a true marketing innovator. And he doesn't let it go.

Trade Secrets

IDEAS COME FROM THE STRANGEST PLACES. Companies that have their eyes open to great ideas are best suited to capitalize on the next thing, whenever it may be. IT COMES DOWN TO PEOPLE AND THEIR ABILITY TO EXIST IN AN IDEAS. It's very rare that a good idea automatically ensures success. LOOK FOR IDEAS IN PLACES YOU DON'T EXPECT. They can do anything. They don't have to be new, they can be old and new. If an idea isn't, they move onto the next thing and keep trying. IT'S A GOOD SENSE. Great ideas don't only come from the experience of the best thinking out there from the bottom up. IT'S A GOOD WORKING WITH PEOPLE WHO HAVE TALENT AND CAN HELP YOU. ALSO, I THINK They don't hide them. You learn something about a person when they're that transparent. YOU DON'T WANT A NEW ALBUM. YOU WANT THE BEST. YOU WANT SOMETHING TO COME OUT OF THE LABEL AND THEY ALL SAY YES. When a company is willing to have a person who is not just saying the right things, but also questions authority destructively, that's a great formula. IN THE TECHNOLOGY SPACE, THE RULES DON'T EXIST. ART LOOKS LIKE NOW. It used to take significant money to start a company. Now, a one-person shop can create an app that catches on and becomes more about great, not money. CREATING SOMETHING IS ANOTHER GOOD WAY TO EXIST. IT'S AN IDEAL TO START A COMPANY. Ten or fifteen years ago, saying one online talent wasn't nearly as easy. BRING IT ALL TOGETHER AND GIVE THEM THE PLATFORM TO GROW. NOW, IT'S WITH EACH OTHER. There are different online platforms on content, two groups: businesses that want to see video on whatever they do, and a huge pool of highly experienced talent: filmmakers, producers, editors, and voice-over actors—who deliver high-quality video content. WHAT I'VE TO TAKE MONTHS NOW, TAKES DAYS. But what is used is more for a single location shoot on a soundstage, we can now deliver dozens of on-location shoots all over the world. It's amazing. WE'RE MAKING A GREAT DEMOCRATIZATION OF CONTENT. We can push video in all corners of the web, instantly. We can test different campaigns, and watch numbers know which is getting a better response. We can even do based on feedback, or even real-time. I'M SKEPTICAL OF PEOPLE WHO SAY THEY ONLY NEED ONE HOUR OF SLEEP. You can be really aggressive and dedicated to your work, but if you're not taking care of yourself and enjoying the "life" moments outside of work, ultimately it hurts your business pursuit. THE BEST THINGS COME FROM PEOPLE WHO HAVE A PASSION FOR WHAT THEY DO. Clearly, the people who make Basil Hayden love their craft, and love making a product that people enjoy. I respect that. THERE'S AN INTERDEPENDENCE. ALL OF IT.

Find us on Facebook: www.facebook.com/BasilHayden

BASIL HAYDEN

drink smart

Basil Hayden's Kentucky Straight Bourbon Whiskey 40% ALC/VOL (80 PROOF) Kentucky Springs Distilling Co., Ellettsville, IN
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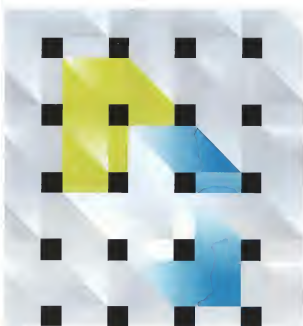
Spicy. Unexpected. Full of potential.
Just like your plans tonight

Good Luck.



drink smart

Basil Hayden's Kentucky Straight Bourbon Whiskey 40% ALC/VOL (80 PROOF) Kentucky Springs Distilling Co., Ellettsville, IN



THE BEST & BRIGHTEST 2010 PART 2: THE BRIGHTEST

Innovation does not stop. It rages forward, through oil spills and valuations, war zones and elections. The fittest people in our world—visual artists of dreamers and renegades—are the ones behind it. They are rebuilding our infrastructure—making our bridges safer, our cities more walkable, our Internet more capable. They are remaking our world—creating companies that mine the stars, weeds that can feed the world, art that explores our digital lives. Their solutions are here. Their innovations are the future.





...makes Zolt point upward to compare a post. "Hart Crane," he says, "would have loved this."

Ted Edd, bridge builder, ringmaster, lead eagle over the whole shebang, takes it in. The platform wobbles on the air above. Three seagulls turn in the sky. Be it the right of the gulls or the silent wobbles of the platform before it is raised, something

what contractors call him, and he got away in a cell-phone message—a young long-span bridge builder, a few years his junior, was out there, out of our grasp if our republic recovers, when it must endure the storm he, who

On bridge building: Very male staff bridges conquer—desire, desire, priority. This sometimes makes long-span bridges engineers build like male pornography: bigger, longer, harder, sometimes only because they can. Their best work is almost always the product of people who are in love with the challenge of it, years spent studying the world's most difficult engineering puzzles—deep-water pilings, long-span arches, skewed and radiating approaches. Projects that most men and few women think of. Think of the Q.W., the Golden Gate, the Chesapeake Bay. People give those bridges no love. Long spans are built for the eye. Bunkers are written about them. They inspire songs, movies, public television, and poems.



**BOB KERREY
PEDESTRIAN
BRIDGE**
NEBRASKA TOWN

the *2008 Food Safety* by Bridge—opened in 2008 connecting Council Bluffs to war, to Omaha—is best known for its characteristic 5 shapes spanning the Missouri River—overlaid onto the Old Bridge—very Bridge.” Bill says, “There is a lot of food I tend to eat to these things more simply. Bridges tend to have reasons they’re built, so you control it. I think of this as something like My AmericanCuisine. I like that food.”

↓ (2004/05)

“It’s a really unique find,” says Zed, who’s often joked that he’s secretly under “city” in Brooklyn. But it’s his long, open project, and the space under 10–the city lot—where the people—its a pretty important part of the whole bridge over the river. More important, says “I” after the part of the street bridge, would around the neighborhood below was a mix of business and residential—was it a make



On the morning of Jan. 24, Zolger eyed the dark rows of machines and mused: "It's overkill," he said of the 300-year-old iron apparatus. "But that is its strength. It can take a lot of damage and still operate beautifully. The future is always ten times what you think it will be. The reflex has always been to build more with less"—the engineer's creed—"but things have less margin now." He began to think that maybe we've oversold durability. Maybe there is something we should rethink.

Fluoride

There are few divisions within Applied Minds. Employees work on several projects at the same time, and they're free to offer suggestions to their most different—across callouses, Hille isn't a band specialist either. "I think the essence of imagination is a lack of focus," that allows for a kind of free-wheeling approach to new ideas. If they want, great. If they don't, "nobody's afraid to kill them," he says, "because everybody is working on more than one thing."

A TERRAIN TABLE: LIKE GOOGLE MAPS BUT WITH BELIEF, IMAGINATION AND VALLEY'S FORMING W/ THE PUSH OF A BUTTON.



METAWEB

The Applied Minds invention that will soon filter into your daily life. Father Tom using words as the basis of an internet search-trick, because the same word can bring to so many different things—perhaps to build an "ontology" over these better-adapted people, places, or things that have been carefully documented around the world. As a bonus, too, those entities connect to one another has also been added. That means Metaweb can answer more complicated questions, faster, than other search engines can—which is probably why Google bought Metaweb in July.

IN EVERY CORNER: MADNESS & MIRACLES

THE BIRTH OF AN IDEA

Hille traces the birth of Metaweb to a science-fiction novel he read, *The Diamond Age*, by Neal Stephenson. The protagonist, a young girl, creates a book called *The Young Lady's Illustrated Primer*. "It teaches the reader exactly what she needs to know when she needs to know it—a perfect, tailor-made education. That was Hille's inspiration. That's Metaweb," he says.

How it works

(AND HOW YOU CAN DO IT, TOO)

① A CLIENT ARRIVES WITH A PROBLEM: Disney once came with the challenge of how to shorten the long waits for its best rides.

② AN OBVIOUS SOLUTION WILL SURFACE! If we make the rides faster, the lines will move faster.

②a But the obvious solution has some obvious flaws: Faster rides suck.



③ CHANGE THE TERMS OF THE SOLUTION: If standing in line were part of the ride, it wouldn't matter how long it took.

④ A BETTER SOLUTION: No one will mind lines if they're watching great robot dinosaurs roam the park.

⑤ CONFIRM BELIEF THAT ANYTHING IS POSSIBLE again and again.



GRANT ROBOT DINOSAURS W/ EQUIPPED DELICATE THUMB SO AS NOT TO FALL THE RIDE (OR FALL SCARED THE SHIRT OUT OF THEM, SO SHIRT REMOVED). THERE'S ONE OTHER HILLIS' TRICK. LIFE-SIZE, PETAQUADRA. (ITS CONSTRUCTION IS A SECRET, BUT HERE'S A PICTURE OF ITS RIGHT KNEE JOINT.)

"For me, in some ways, I have a clearer view of the future than I have of the world I'm sitting in," Hille says. "It's a perfect place. There are no compromises. Everything is beautiful. The future has no constraints, and the present... is the present. So just as he remembers those two worlds—knowing all the while that the future isn't some target, some destination, WE ARE HERE. Because if you're thinking the right way, by the time you get there, you'll want to be somewhere else. Somewhere even better."

NO WALLS! NO FEAR! INNOVATION!

THE JOHNNY CASH PROJECT

Explore + Contribute + About + Credits



THE JOHNNY CASH PROJECT

FOAM: 825

↑ "THE JOHNNY CASH PROJECT"

THE PROJECT was the creation of "The Johnny Cash Project," a website to promote Cash's work and to provide a platform for people to share their own work. The project was created by a group of people who were passionate about Cash's music and wanted to create a space for people to share their own work.

Johnny Cash's work is a testament to his talent and his ability to connect with people. The project was created to provide a platform for people to share their own work and to promote Cash's work.

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into structure in the *data*. The data that proved the richest and most interesting was from an *FAA* feed outlining the exact location of each airplane in the sky. It was amazing data, offering for astonishing new direction, and just like that, a new world began to open up before Koblin.

"The possibilities for creation and insight are endless," he says. "We're constantly collecting more data, and it's starting to be very interesting to us. We have the capacity to collect global insights that we could have imagined at the time. And, given our experience with data, we're almost accurate and rigorous management. I chose a design we'll be seeing changes in how we think about complexity and our relationship to our actions. I don't think I'm overstating about the data sets that data is our yet—almost not publicly."

Each granular data from the distributed sensors that are becoming so prolific in everything we do, from GPS to QR codes and every bar code known to man to flow meters on electrical and water systems—all are ripe for an astonishing array of reveal art the likes of which has never before been contemplated. And all offer us opportunity to understand the way the world works like never before. And to create something beautiful at the same time. Perhaps more than any working artist, Aaron Koblin is harnessing the new wave of data.

Two years ago, Koblin became head of the Data Arts Team at Google Creative Lab, where he sits at the head of the largest creative data-gathering operation in history. A history of work that has led to his work at Google, and he's the head of the Data Arts Team at Google, and he's the head of the Data Arts Team at Google, and he's the head of the Data Arts Team at Google.



↑ "FLIGHT PATTERNS"

CONCEPT The concept of "Flight Patterns" is a series of data visualizations that show the flight paths of various aircraft. The data is collected from a variety of sources, including flight logs and radar data.

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↑ "THE SHEEP MARKET"

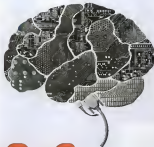


THE SHEEP MARKET is a series of data visualizations that show the market activity of various sheep. The data is collected from a variety of sources, including market reports and sales data.

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KWABENA BOAHEN STANDS
five feet ten. His head is shaven
close, revealing a balding crown that
drop like vinyl on the base of his

muscular head, has been weight three pounds and runs on twenty watts of power—a third of the power of your average desk lamp. Compared to brains with a laptop computer and the brain wears head-on. Not for fun, whether you're doing arithmetic or solving crossword, the brain is a million times more power efficient than your computer.

Boahen, forty-six, knows that. He grew up in Ghana, got his first computer when he was sixteen. Parked in his dad's attic, the one of his family's prized concrete boxes, beside a twenty-five-watt incandescent bulb. He programmed to encrypt words. But as soon as he read about how the computer worked, he was disgusted. Doing even the simplest task required thousands of electrical heavy transistors to open out digital 0s and 1s. It was like the

land of invention that would come from America, where science was cheap and brilliant. He wanted to build computers. So while many of today's chip engineers sit in theaters drinking down the futuristic promises of Star Trek, Boahen reads "how it works" books with diagrams of diesel engines and disassembled tape recorders. His parents called his bedtime knowledge—a word, in the local Twi dialect of his father, for the banging of hammers.

Today, in his standard lab, far from the Ghanaian university where he learned Twi and by now doing computer programs on paper methods, he spends days at a station of purple green, and yellow from the floor plates of chips that his neuroscience engineering group is designing. A single symmetrical, but not so obvious, and not so costly, fills the computer screen. Incredibly fast transistors are comfortable as wide as a red blood cell. The chip contains twenty-three million of them. Its fast, and blood cell is an apt metaphor, because Boahen is not simply building a new type of computer. He's reengineering it to be brain.

To understand why you need to understand the computer on your desk. Its chips contain up to a billion transistors. When one misfires, Microsoft Word might freeze as a spreadsheet is suddenly corrupted. Your computer's performance is wholly dependent upon accuracy. Yet it does amazingly well—its transistors misfire maybe one in every 100 quadrillion times. But we pay dearly for that accuracy in energy.

Rather than 0s and 1s, your brain uses something messier called population coding of information, in which intelligence emerges from the capacity of hundreds of thousands of constantly low-energy little cells to synchronize their pulses. Like spectators in a stadium doing the wave, some wave early, some late, some not at all—but the overall wave is uncontrollable and accurately energy efficient.

To translate that, Boahen straddles the worlds of biology and electronics. He follows the results of research in an interdisciplinary lab around the world, where researchers are meeting cell-by-cell neural circuits in different animals as little molecular machines to experiment themselves. One electron microscope sits at a computer screen. It watches, waits for something to move. Its eyes are like a shift and a beam of electrons plan to hit its brain picks up the neural chatter. Boahen's students crowd on the electric wires that the neurons appear. Then they run their ideas by design neural chips.

Boahen's neural chips are built of the same transistors as your Pentium. But unlike your Pentium, they are expected to misfire one in ten trillion—not one in 100 quadrillion. So far, his lab has

built out knowledge about the retina and several brain areas, not having a neural center. A former colleague of Boahen's from Cal Tech, Todd Dubnick, has built a novel vision chip that allows a robot to play soccer goals. These judgments are already about a thousand times as efficient as standard computers, and improving. But understanding neural function, the ultimate goal, will require more than these baby steps. It will require building larger neural computers than have ever been built before with millions of silicon neurons.

To Boahen, making computers more efficient isn't about being green. It's about removing the limits of what computers can do for society and solving practical problems. Sixty years ago, Alan Turing, the father of a critical intelligence, predicted that we would soon have intelligent computers, and they would survive us as people. It hasn't happened, largely because of one huge problem: A computer with as much number-crunching ability as the brain would devour around sixty million watts of electricity—equal to a hydroelectric power plant. "Unless we are very more efficient, there's no way we can do it," says Boahen. "Even if we knew how to program it, it's just physically not possible."

It's a problem that Krishna Shenoy, neuroscientist and biologist who sits thirty feet from Boahen at Stanford, knows intimately. Shenoy studies subfibrillar units of neurons, whose basic units have been implanted with computer chips, allowing them to move a mouse on a computer screen. The hope is that one day they could lead to neural implants for severely paralyzed people who can move only their eyes. But today's chips don't always provide enough current. And Shenoy can't add much more computing power because the chips would use too much electricity and give off too much heat. A computer chip that replaced just 1 percent of the cells in your brain would dissipate more heat than a propane grill.

These are problems on the most mundane terms, too. Take, for example, the next generation of supercomputers needed to maintain our nuclear stockpile and study nuclear fusion, and the universe—they could consume up to 100 million watts of electricity. That's 100 million dollars per year, do not add to our computer. And if you want to call it as it doesn't burn in building alone, then there's at least another \$30 million of electricity per year.

And then there's something as simple as an Internet search. Google your ex-girlfriend and you exposed as much energy as you do having a match. It adds up. Worldwide, industrial data centers devour more than 150 billion kilowatts—hours of electricity a year—equal to almost four times a million households—an amount that has doubled in just five years. And then doesn't even take into account the more intensive search services that Google might develop down the line. Putting a photo into Google and downloading "Find and connect the black bluish in Aster" could cost up a thousand microchips in a single click.

In fact, some chip challenges he solved for the computer industry's general. For more than fifty years, the number of transistors on a computer chip doubled every couple years, from twenty-three hundred in 1971 to two billion today. But that amazing run at doubling down as engineers aged, some time solving technical problems existed by best and quantum effects. Now they hope that smart computing can provide an answer to that long-term trend.

THE ENERGY USED

Human brains use roughly 20 watts of power, but could power a computer with the intelligence of the human mind. A traditional computer that sophisticated would need at least a thousand times more energy.



*Boahen estimates are approximate.

On his desk sits a green plastic electric board with red lines of electric circuitry printed on it—a neuroanatomic computer called Neurogrid. Scores of chips, each as small as a nickel, are plugged into the board. It is designed to mimic the cortex, the wrinkled folds of grey matter that covers the brain. Neurogrid contains a million silicon neurons. It is lighter than a dinner plate and fits in a computer. It uses just two watts of power. It estimates about as much neurons as you feel when you hold someone's hand. Boahen will use this neural supercomputer to probe the brain but mysterious calculations that the brain uses to do everything from recognizing faces to comprehending speech.

It took Boahen three years to make Neurogrid. And as proud as he is of it, he knows it's only the beginning. "What if you could build a brain, or have a computer that would be powerful enough to control it?" he says. "If you could play with a single grain of sugar—as that's pretty damn efficient."

If you have 250,000 neurons. A honeybee, with its amazing skills, has a million. A rat has fifty-five million. This is where Boahen needs to go. But the bigger challenge is understanding the brain's messy architecture—conveying upon those messy silicon wires the miracle of common sense. It will take decades of hammering. But if you did that, then you could create anything. Neuroprostheses. Brain chips for robots. Maybe even Buss.



KWABENA BOAHEN

LEARN ENGINEER

HOW HIS MIND WOULD MAKE
A BETTER COMPUTER

BY MICHAEL CHAN

TOM KUNTZ

1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

THE MERRY PRANKSTER BEHIND THE YEAR'S BEST COMMERCIAL

附註：本報記者採訪時，曾向該公司負責人詢問，為何不將此項技術申請專利？該負責人表示，此項技術係其多年研究之結晶，且其技術已達國際領先水平，故已於去年申請專利，並已獲得專利權。此項技術之研發，係其公司之核心競爭力，故其公司將全力推廣此項技術，以期能為社會做出貢獻。

© 2004 Blackwell Publishing Ltd *Journal of Internal Medicine* 255: 103–110



SPEECHES The way Tim Kaine tells the story behind his commercial "The Man Your Man Could Smell Like," one of the most successful thirty-second spots in history, the claims at Old Spice are speechless the first time they see it. It's not hard to see why. A gleaming, shaven, leaner triangle of a man projecting a cross between Billy Dee Williams and Adam Wain's Batman, five muscled-up shower, then at a house, and then, for no reason, on a horse. His eyes find



(1) Flee "The Man Three Miles South of Here." "Actor Isiah Mustafa is looking for a steady form and measure in a world teeming with a host of social-media incarnations. This episode opened a local media blitz on Facebook and Pinterest, amping up 5.5 million views on the first day alone.

(2) Take Care of Your Beloved Commodities. The series is constantly parched for the novel, so much so that it's a little like a rolling war zone, with each episode showing it as an example of "self-reliance" (a juxtaposition of the novel and

[illegible]

the camera will be spent directly to the women of America on... something, this is going to sell bodyboards to me. As it turns out, it does sell bodyboards, lots and lots of bodyboards, more bodyboards than anyone would want buying for. After the campaign went out this past February, generating the first of many data-busting myths: The Tube views and up, worth of 4.1 billion made impressions, Old Spice sales spiked 27 percent in six weeks! Old Spice buckled under because of "The Man Show Must Go On" cycle and achieved something even rarer and almost as desirable for a brand as Old Spice: an online victory into contemporary popular culture. Young men, of the new vintage, are buying T-shirts bearing the Man "I'm on a horse." Oh, and they're buying Old Spice, too. It's the dream scenario for an advertiser.

should realize that in past years, those far Old Spies, for General Beider and his personal favorites for Skitter ("Pinto"), are made with the creative grace of Kirk Kallman and Craig Alper, now at the Portland, Oregon, based agency Wisla. Kennedy with the agency writers usually creating the script and Kuntz conjuring up the visual dynamics and story details that make the shaggy short. This "Lead," on breakfast, dithers at from 2006. A man with a long, flowing beard and through-glass interview while and beard spurs leads him Skitts. The once-a-day scene—a close-up with his beard and his jawed. But the way it's executed—the best moving usability by the increasing matured conversation between the interviewers and interviewees, the beats of painful silence between them—draws kind of intrinsic. The difference between "Lead" and your typical one-hour short film is mainly that it's only in the short, where the director has the time to do what he did. When the camera, it was not by means of old-fashioned as is shown now and women who think like children. Who the segment and heard Skitts.

Keith Harris, a seventh member among the bearded hipsters in the Silver Lake neighborhood of Los Angeles, a place where coffee shops sell seven-dollar drip coffee and hang "modern and goth" beads on the walls. When he sits down at just such a coffee shop, his third of life lasts less than a week and the price of his work life still frenzies. His phone buzzes on the table at last as he doesn't think during breakfast. The third, eighty-nine-year-old Harris is cautiously low key and calm. By now he takes in only the projects he wants to do. He is not a fan of the descriptors like "hipster" or "indie" that he has to hear people make on the charts. The idea that I choose to be the one that I don't believe others going to do." He heard his name and technical skills directing projects for MTV in the 1990s—he excelled at grabbing the attention of the youngest, most media-savvy crowd in the briefest flash of creative mass, which kept him explain both the sharpness of his business and the precision of his execution. And while his career has since expanded into music videos (his recent video for MGMT's "Congrats to the Arranged" is a dashed statement of brief-mostly slowly falling apart in the desert)—as well as short films "Wanna and Fanny (the)" a summer-long shoot he made for his, about a kindly old lady living a piece of a Christmas in slow-motion, more revealing that the page has a first long-term—each is his connective tissue that he made his success of it. "There's no way to it, it's why I try to do my work. I know it's not going to be a life, but I'm not a person who's looking for it, it's not my goal, but I'm not a person who's looking for it. He does not try to win a viral effort, because he knows that trying doesn't work. "It's luck. That's the truth."

But back does not happen over and over again. So why does Kante's style work? The reason is and again of



will take longer to connect the two. Radio does this instead of using a satellite replacement such as Gore Tex, which has a higher clothing take. Gore Tex is for forward connections, but for one way, he wants to establish



and up—just to figure out if you should come out to the address.” Once he decides to go ahead, blood vessels are severed and tied off and each organ is prepared for removal.



SEPARATING THE EGG
In a *live* surgery,
Katz removes only the
ovary (or parts of it)



will remain in Heather's body while the rest are removed and the tumor cut away.



the tumor off the various organs. "It's a real mess. Once the organs are out, the clock calms down the storm, and surgery is required to take the antennas out of the body at the same time," says Dr. Hsiao.



believe another is repairing the intestine "to prepare to reconnect everything."



another is putting a rat



TIMES SQUARE BEFORE



TIMES SQUARE AFTER



2ND AVENUE EXPRESS BUS LANE BEFORE



BATH STREET BUS LANE BEFORE

JANETTE SADIK-KHAN

URBAN REINVENTOR

THE NEW CITY OF THE FUTURE

BY LISA TABERO



way. Why, what way? There is only arrival. This man, who was not the governor or the mayor or the president, built a city on biblical muscle, for here was a moral who passed policy like a prophet.

Red tape became dead tape in the day of his creation. For forty long years from the 1930s to the 1960s—he could not be called a free-lance official and planning villages came to the base of his ingenuity, building others and jettisoning. Don't raise our hopes, begged the villagers, and the officials stomped their wing-clipped feet in indignation. But not a single hair brained in

the prophet's mind. He knew best, but more ethically he held the keys to the coffers, he slung figures out a way around the masses. He built right through the walls of their presentation, he tore down their barricades and set highways through their towns and ledges over their rivers and dove tunnels down deep below their stamping feet. He spoke and it was assembled their

whole world, and the city steered forward with the invention of his person. But finally the man went too far. He proposed our highway too many. The world was changing, the wealthy landowners were starting to hold preservation as dearer than innovation, and the man was called a visionary but a destruction. And so they tore their deepest lines from his face, which had shown in that moment why in which despots can be reawakened.

And for the next half century, the building stopped as the city faded into concrete woods. The roads went cold and quiet. No signal was given it, even the big, nonstop running road, the thrust of parked buildings was replaced by a system of winged roads. Remembrance is for as the eye could see, not the longer than purgatory. The city would every morning grapple out of a cloud, dead as it seemed, on maintaining past memories.

One day about five decades after Robert Moses was dismissed, another prophet was awaited. One who wore silk dresses.

She looked more than a Moses, and she had a new way of doing things—using facts and numbers the way he had used will and

↑ FOUR CHANGES THAT HAVE REMADE NEW YORK CITY

1. **Major building construction** in the city has been slowed to a crawl in recent years. Many of the city's most important buildings are now in various states of disrepair. The city has a long way to go to get its infrastructure back on track.
2. **Major building construction** in the city has been slowed to a crawl in recent years. Many of the city's most important buildings are now in various states of disrepair. The city has a long way to go to get its infrastructure back on track.
3. **Major building construction** in the city has been slowed to a crawl in recent years. Many of the city's most important buildings are now in various states of disrepair. The city has a long way to go to get its infrastructure back on track.
4. **Major building construction** in the city has been slowed to a crawl in recent years. Many of the city's most important buildings are now in various states of disrepair. The city has a long way to go to get its infrastructure back on track.



Figure 10.10



WHAT TO WEAR TO THE OSCARS...

OR THE TONYs OR, FOR GOD'S SAKE, THE GLOBES. FIVE OF THE YEAR'S BREAKOUT AWARDS-SHOW-BOUNCE ACTORS AND DIRECTORS SHOW TWELVE DIFFERENT WAYS TO WEAR THE HELL OUT OF A TEXEDO

PHOTOGRAPHS BY TASHI NADERZAO

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[illegible]

Yelvestone, just made over a familiar sight.
 Two horses of the park (21.20), water coming from (24.11)
 and other and water from (24.11) John A. Collins,
 all these to and summer from (24.11) by the
 point, Indian from (21.20) by the
 point, Indian from (21.20) by the



 JAMES FRANCO
 STYLING

Black tux
 standard and
 midnight blue
 by Perry Jones
 charcoal grey
 pants by pure
 confidence
 Tux shoes
 wool and cash
 more suede
 (2010) by
 Valdes & Son
 Earrings
 custom-cutting
 shoes (2000)
 by
 shoes from
 giant wool
 and cashmere
 bow tie (1990)
 by Engle &
 Caden's
 mother-of-pearl
 stud set (1994)
 by Thomas Pink
 silver and
 diamond cuff
 links (2010)
 by Mithras
 Collection



Collection

BETHANIE WALKER, 20
ACTRESS[illegible]



Cyberbored.
might return
to a polished
surface ...
One button
wood and
machine made
(X2 143) by
Cassius Eaton
residing 1817
(X2104) by
Salvatore Forte
game skills how
no (X2124) by
Pete Salsky
Lester, master
of good and
bad, and good
and (X2103) by
J. Thom.

[illegible]

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DANIEL REIDERS

It's a story like only your heart could write. Allegedly, just two years ago, in the shadow of tanzanite in 1967, a Mission tribesman knocked on the door of a gun cutter's office in Nairobi. The Mission had bought along an enormous chunk of tanzanite and he was looking to sell. His mining cost? Fifty dollars. But the gun cutter was suspicious and assumed that a stone so large could only be glass. The cutter told the tribesman, no thanks, and sent him on his way. Huge mistake. It turns out that the gun was genuine and would have easily doubled the world's largest cut tanzanite at the time. Based on common pricing, that "chunk" could have been worth close to \$3,000,000.

The tanzanite gun cutter missed his chance to hit the potter's jackpot and make history. Would you have made the same mistake then? Will you make it today?

In the decades since its discovery, tanzanite has become one of the world's most coveted gemstones. Found in only one remote place on earth (in Tanzania's beautiful hills, in the shadow of Mount Kilimanjaro), the precious purple stone is 1,000 times rarer than diamonds. Luxury retailers have been quick to sound the alarm, warning that supplies of tanzanite will not last forever. And in this case, they're right. Once the last purple gem is pulled from the earth, that's it. No more tanzanite. Most believe that we only have a few years supply left, which is why it's so amazing for us to offer this incredible price break. Some retailers allow only 10 tanzanite cars from 100 to charge you outrageous prices for this rarity. Not Sutter. Staying true to our tradition of fairness, we've decided to lower the price of one of the world's rarest and most beautiful stones.

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Same theory of why don't an online shopper in a location outside of Florida is the responsibility of the purchaser in the event an item out of a Miami-based business.

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Theodore Zoli

institutions from page 128) support customers rather than calling for their complete re-placements. Using Klop's stopped-down use of *separable* assembly processes, the contracting company can now do its spans in a week's end, about the size of a modern Toyota K5i. On the job, Klop's spans are smaller. "The shorter spans are more expensive, so it would seem to make sense to use them," he explains here. "But they're simpler to install, making the work significantly faster in the end, the construction process itself, so the money that goes into the quality of the installed assembly."

Bridge engineers systematically delude gravity, making them something like magicians. They work harder and the more limited most like kid's empty omnipotence response, making them a little like artists. They design most factors in the effect of years, wind, water temperature, ocean currents, vibration patterns of traffic, the weight of livestock, the last ripper of earth tremors. They envision worst damage and vulnerability in a world that doesn't permit it, making them most like prophets. When you know enough when you can calculate every variable multiple times from a laptop computer in a trailer at a work site, they find you can figure out anything, making them more like engineers of the circus.

The process of bridge assembly can typically be whittled into a series of discrete events so that each stage is a component in a process of doing as much as you can with as little as possible. This is both specific, entering into the building process. The father was a concrete contractor who built roads in the Adirondacks, 200 years ago, worked with dynamite, rebuilt bridges from the time he was ten. He lost the top of three fingers on one hand in a chain accident when he was fourteen. It was nobody's fault but his. He refused

The current project is a blend of sculpture and three art forms associated with that: MCMs. That is the signature that answers new, rare and money. There's only Zak was chosen, and at about the only way Zak is willing to stick his name on a project. "The whole idea of a 'signature' bridge has to make a visual statement is borrowed from architecture, in a particular sense," he says. "And it doesn't feel to have any functional form like bridges. It doesn't seem right to me. Signature is something I want to make clear things, especially the sense that the sculpture is."

In 1824, Hart Crane, the supremely gay, doomed modernist poet, lived in Brooklyn Heights, not all that far from the Hudson as the gulls fly though a thousand miles in spirit. Crane would as Bob pointed out, love this landscape along the Hudson, the bustling track to the sky, the way the workers sang everywhere when the construction began, and

Flashed rubberized person the open track

"Crucifixus est homo immolatus filius," [Zohar said and we stood still at the Aron]. A really difficult phrase "The Redig" is one my friends at Hebrew University and I took it from his book work. It's a large, and serious thing, and Crucifixion got what a bridge is, that I like. This non-reversible points here. The idea of the building project that this person wants to do is in the same way. They are going to work with few words, so few words in poetry, that the space in between the words is huge. It feels both economical and grand. Bridges engineering should have the same goal to do with less a little. I'm not interested in combinatorics or even in the theory that can tell you

His doublet lock, more poetic "With Grace, in that poem, the bridge is the center of things, yet a good poet never ignores the city—what he what bridge ought to do, a measure of their practical function."

The making of each type of the modern dreamer was something about the railway bridge. In the technique of the line, the argument of it—"This is a 1.5-mile bridge that is no way around it. This city is a dome by the modernity of its shape. It is also a dome: a dome to build, give a certain scale from that, which is why this is a level urban national is what 20th—More Archaic, more winner than the other, the bridge from London to Des Moines, Illinois—could be best used."

"The joy is yours if this student as I see that S-shaped pedestrian bridge in Omaha—you know, a project that has not proceeded," he says. "It is the wealth of small decisions that I never make this time. Right now, engineering innovation is really in construction. That's where evolution is measured. If you can make the construction easy, you can make the bridge more effective and realize the gains of efficiency that are truly efficacious and not marginal."

Not in a small—exactly put physically, tucked in and close—and his work is small in proportions too. With some of the Midwest's most innovative developing a pedestrian suspension bridge there's small enough in that it fits in a backpack, for use in small regions where roads are few. He's undertaken remote and somewhat unglamorous projects with vigor like using a highly accelerated engineering schedule—*we're talking two years of engineering about two weeks*—to replace a bridge across Lake Champlain submerged because the small and crooked concrete trunks of dead America. "The old bridge was dead,"

in take it down. That's a part of the world where people were facing a two-hour detour each way. That can kill a guy who's delivering truck parts." Prolonging the life of one person, imagining his pain, his peril, crossing the bridge that you built? Small, private empathy bit. It's the way a poet works.

the G.W., the Queensberry, the Marlborough—may, in fact, be the very bridges for which Zalk has developed retooling strategies to protect structures from terrorist attacks. Impossible to rip, because Zalk can't raise the bridges, he even makes the cities he's worked in. National security priorities cut a lack of one.

Yolk records the failure—any failure, that of a terrorist, attacker or a guy trying to deliver truck parts—in a series of kept engineering questions accompanied by small engineering responses. "There are substances you can get at a hobby shop, pour in a waste bottle, and leave on a bridge railing that would do the damage in a way no falling down a staircase ever does," he writes in one such on-the-fly note.

He developed a blunt, and impact-resistant

material to shield railroads from asking open bridge work, designing, inspecting them from the way trains are built. "In some instances, the solutions go beyond what's on the table—to human behavior, human problem solving. Maybe new part of protection is we have sensors—just take pedestrians off the bridge, but it's really difficult to keep someone off a bridge in a way that deals with every contingency so also we've learned to protect the bridge by assessing damageability. A good bridge can take some damage."

He watches the work cardiac brooklyn resident, 47, is an insurance broker. He says, "I wish you could have some biological therapy," he said. "They were using a laser machine. That's really something to see." A thermic laser is a light of red color in the center of a red tube by laser. It is a parallel light, not a light source like 7000-degree heat that can burn through almost anything. "Everyone gathers round to see them use the laser," 200 says.

"It's a great job," he says. "Building a bridge span is a culmination of a great communal effort. It's become emblematic to build something that is to bring down. But it does mean—our person can see that. These guys are serious the only way I've always and starbridge building a technology, not art. Over a part of our life. Western art—by the way for the first it's more like art—by the way, for the more."

Up on an oblique nose, just before the bulbs are set in place, the span is nudged back without touching anything as the next work. With one small lift from the crane, pass enough to push cranes on the left perhaps, the whole event is repeated a few inches to the north, and the platform leads its end. Just like that, it can go on and on. Just like that, it assumes the rest of the universe. That is Rollis' message, when he comes back over, and everyone else looks away at



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5. Worst gambling loss: Louis Lomax, informant, any Alabama, who lost his still under warranty pick-up truck to get his dog groomed with human's spurs



2. Most unnecessary by accident: Corey Epstein, French Harlot, New York, who used "Harlot.com" to get his dog groomed with human's spurs



3. Least significant WebLink: David Caruso, Los Angeles, who used "Harlot.com" to get his dog groomed with human's spurs



4. Least impressive accomplishment in a student: Greg Egan, San Francisco, who used "Harlot.com" to get his dog groomed with human's spurs



5. Most times sleeping with wife while drinking about another woman: Greg Egan, San Francisco, who used "Harlot.com" to get his dog groomed with human's spurs



6. Most self-phobic calls made in movie theater: John F. Kennedy, who used "Harlot.com" to get his dog groomed with human's spurs



7. Highest vice-carbon-primitive ratio: John F. Kennedy, who used "Harlot.com" to get his dog groomed with human's spurs



8. Worst bodily disfigurement: John F. Kennedy, who used "Harlot.com" to get his dog groomed with human's spurs



9. Worst usage of legs while seated on crowded public transportation: John F. Kennedy, who used "Harlot.com" to get his dog groomed with human's spurs



10. Oldest man to receive a wedding ring: John F. Kennedy, who used "Harlot.com" to get his dog groomed with human's spurs



11. Most scathing late Arizona review: John F. Kennedy, who used "Harlot.com" to get his dog groomed with human's spurs



12. Least relevant anti-Ten Party sign: John F. Kennedy, who used "Harlot.com" to get his dog groomed with human's spurs



13. Most honest public-works review: John F. Kennedy, who used "Harlot.com" to get his dog groomed with human's spurs



14. Most honest public-works review: John F. Kennedy, who used "Harlot.com" to get his dog groomed with human's spurs



15. Least impressive review: John F. Kennedy, who used "Harlot.com" to get his dog groomed with human's spurs



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